

LIFE

CHURCHILL'S MEMOIRS
THE BIG OFFENSIVE
BEGINS IN AFRICA

HORSE SHOW
RIDER

NOVEMBER 6, 1950

20 CENTS

REG. U. S. PAT. OFF.

Copyrighted material



*Look for this label...it identifies
the finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



To keep your mouth and breath more wholesome, sweeter, cleaner, guard against tooth decay and gum troubles *both*. Never risk halfway dental care. Use doubly-

effective, doubly-protective *Ipana* care for healthier teeth, healthier gums — better all-around protection for your whole mouth.

Fight tooth decay and gum troubles both— to keep your Whole Mouth Wholesome!



Teach your children doubly-effective *Ipana* care

To help your youngsters grow up with healthier, cleaner mouths, show them how to fight tooth decay and gum troubles *both*. Remember, tooth decay hits 9 out of 10 children before the age of six. And later in life, gum troubles cause *more than half* of all tooth losses. So start your children today on the *Ipana* way to healthier teeth and healthier gums *both*.

Only one leading tooth paste is designed
to give you this double protection!*

If you want a healthier, more wholesome mouth, take the advice of dentists—fight *gum troubles* as well as tooth decay.

With one famous tooth paste—*with *Ipana* and massage—you can guard your teeth and gums *BOTH*.

No other tooth paste—ammoniated or otherwise—has been proved more effective than *Ipana* to *fight tooth*

decay. And no other leading tooth paste is specially designed to stimulate gum circulation—*promote healthier gums*.

Remember, *Ipana* is the only leading tooth paste made especially to give you this doubly-protective, doubly-effective care.

Now, today, start this *double* protection—keep your whole mouth “*Ipana* wholesome.” You’ll like *Ipana*’s wholesome, refreshing flavor, too. Get *Ipana*!

NEW!

Big economy size *Ipana*
saves you up to 23¢



Product of Bristol-Myers

IPANA

For healthier teeth, healthier gums

Saves you over 200 hours of work a year!

Frees your hands from dishpan soaking!

NO OTHER AUTOMATIC DISHWASHER CAN MATCH THIS GREAT NEW G-E!

UNTIL you've tried it, it's hard to believe what a marvelous convenience this great new General Electric Automatic Dishwasher is!

With many superb new features—a combination of features you can't get in any other dishwasher—it'll spare you over 200 hours of hard, disagreeable work every year, give you over 200 long hours of extra leisure time!

It'll save your hands. (They needn't soak in a dishpan again!) It'll save your soap and dish towels—to say nothing of your disposition!

If ever a kitchen appliance was a sheer blessing to the American housewife (and to husbands who have to help with the dishes), it's this new G-E Automatic Dishwasher!

COMBINATION MODEL

Automatic Dishwasher built in with the G-E Sink. Porcelain-enameled sink has steel cabinet with ample storage space. The famous G-E Disposall® can be readily installed in it!



THE NEW G-E DISHWASHER HAS ALL THESE FEATURES:

Completely Automatic—Turn one simple control and dishes, glasses, pans and silver are washed, rinsed and dried—*sparkling clean!*

New Power Pre-rinse—Flushes food particles off dishes, out of the dishwasher. Then, after washing, there are two more power rinses!

"Spray-Rub" Washing Action—Gets rid of sticky foods and grease! New Wash-Action Regulator gives uniform action for

many dishes—or just a few—and protects fragile pieces!

Higher Water Temperatures—New Calrod® heating unit begins to increase water temperature the instant dishwasher starts! Water gets far hotter than your hands could ever stand. Washes dishes to hygienic cleanliness!

Drying By Electrically Heated Air—Heated air is circulated up around the dishes—rapidly drying everything to a dia-

mond-bright glitter!

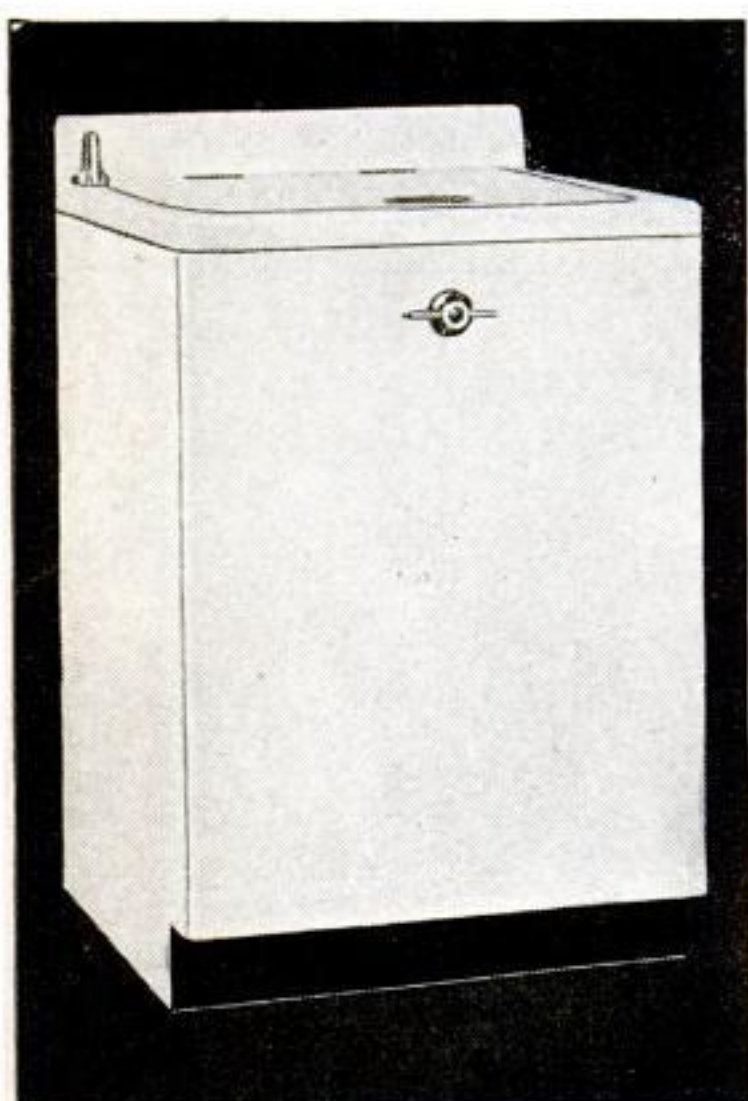
Top Opening for Easy Loading—No tire-some bending or stooping!

Giant Capacity—Washes complete family service for eight—once-a-day dishwashing for an average family of four!

Long-lasting Dependability—General Electric's name assures you long years of top-quality performance!

FREE DEMONSTRATION—Ask your G-E dealer to show you the new G-E Automatic Dishwasher in actual operation! (You'll find your G-E dealer listed under "Dish-

washing Machines" in your classified telephone directory. Or write to General Electric Company, Appliance and Merchandising Dept., Bridgeport 2, Connecticut.)



FREE-STANDING MODEL

The wonderful new General Electric Automatic Dishwasher that will match standard base cabinets.

You can put your confidence in—

GENERAL  ELECTRIC



Over 600,000 Bell Telephone People Are Helping to Get Things Done

It takes many things, all put together, to provide good telephone service for a big and busy Nation.

There are telephone instruments and switchboards and buildings and almost endless miles of wires and cables across the country.

These are important. But they could not possibly do the job without the skill, loyalty and courtesy of more than 600,000 Bell Telephone men and women.

That is the vital human force that puts life into all of this telephone equipment and makes it work smoothly and efficiently for millions of people. That is the priceless asset of the Nation's telephone system.

Essential as they are in peace, the skill, courtesy and energy of Bell Telephone people are of even greater value in time of national defense. They are now helping the country's industries and armed forces to get things done.

BELL TELEPHONE SYSTEM



This One



KJUU-2FB-2U6X

At last it comes to the screen!

The Reader's Digest sensation
and the stirring
Book-of-the-Month...

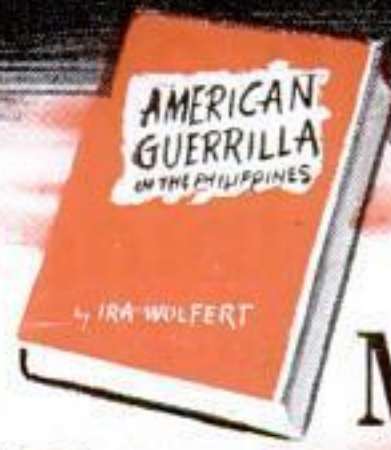
AMERICAN GUERRILLA IN THE PHILIPPINES

Color by **TECHNICOLOR**

The true story as it was lived
by Chuck Palmer, Ensign, U.S.N.R.—
and the girl, Jeanne Martinez—
who took the lean, hard American
in her arms and into her life...!

One of the great adventures
to come out of the Pacific!

20th
CENTURY-FOX



Tyrone POWER • Micheline PRELLE

with Tom Ewell • Bob Patten • Tommy Cook • Juan Torená • Jack Elam • Robert Barrat • Directed by FRITZ LANG • Produced by LAMAR TROTTI
Screen Play by LAMAR TROTTI • Based on the Novel by Ira Wolfert



FOR A BRIEF TIME ONLY, YOU MAY NOW OBTAIN

BEAUTIFUL, *beautiful* BOOKS

LIKE THESE - AT THE SAME PRICE

AS AN ORDINARY NOVEL!

*Yes, for a brief time only you may now
obtain a Trial Membership in The Heritage Club
and thus acquire a collection of the world's
classics especially illustrated by the
greatest artists and beautifully printed
on papers of fine quality*

WHEN WE LAY stress upon the fact that this offer can be made "for a brief time only," there are unmanly tears on our cheeks.

For we would *like* to be able to offer Trial Memberships to all comers at all times. We would *like* to be able to expand the membership of The Heritage Club, and *expand* it, and *expand* it.

But there is already a scarcity of paper in this country: paper pulp, too, has gone to war. Of the high quality of paper which *we* use, the supply is so limited as to force us to gnash our teeth in fury. We have been promised just enough additional paper to enable us to take in just one thousand new members at this time. And that is *all* we can take in—which is why we weep these unmanly tears.

If you obtain one of these Trial Memberships, you will obtain a series of beautiful, *beautiful* books—at the same price as an ordinary novel.

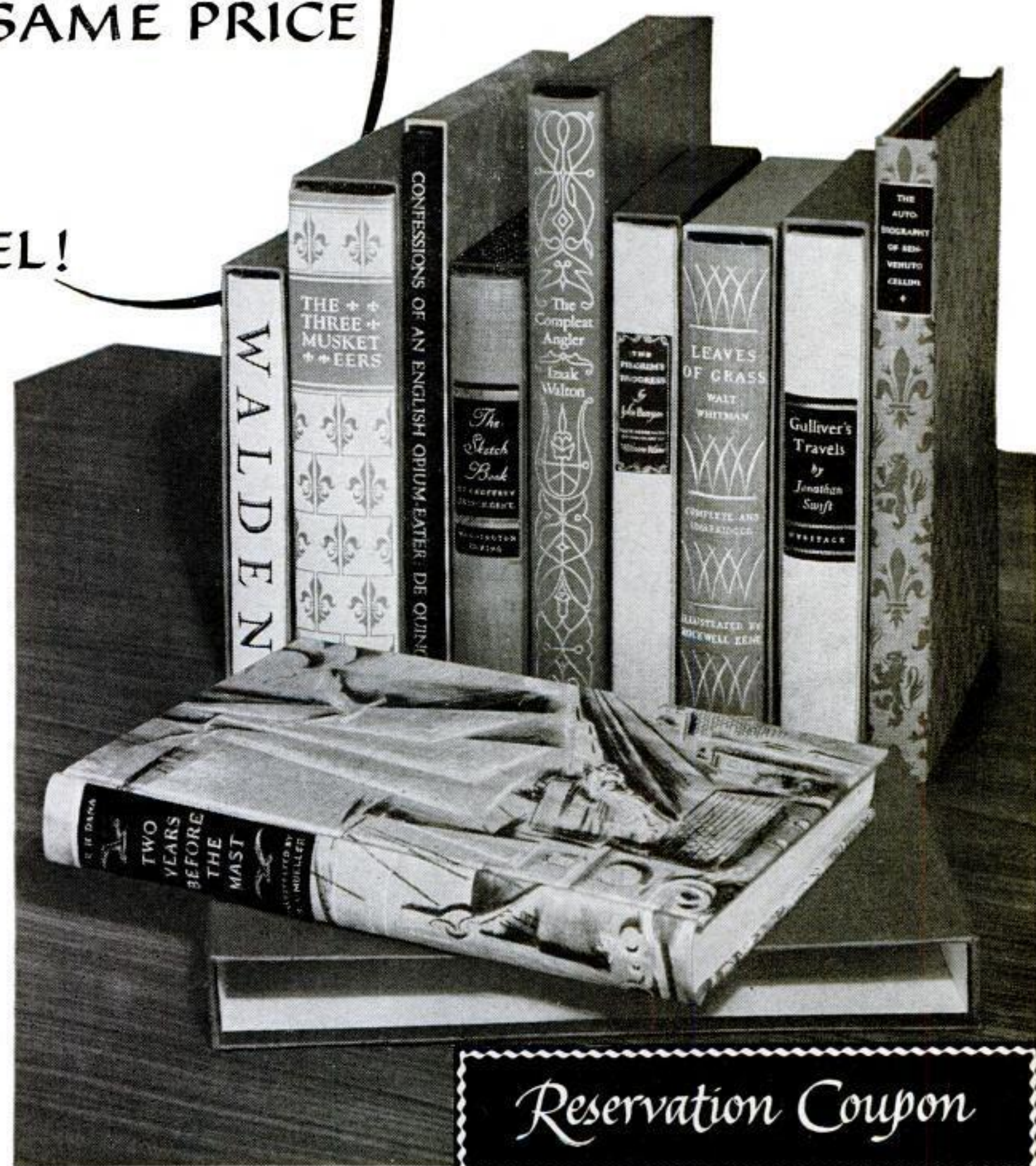
FOR The Heritage Club distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely "de luxe," nor are they old editions dressed up for a new market. They are especially designed by

the most famous typographers, illustrated by the greatest of the world's artists, carefully printed by leading printers on fine papers chemically tested to assure a life of at least two centuries, handsomely bound and in protective slipcases.

And the members obtain these books for the same price which they are called upon to pay for ordinary novels! Despite increases, general throughout the book business, of 100% in the costs of manufacture, each member is called upon to pay only \$3.65 for each book—or only \$3.28 if paying in advance!

BUT JUST one thousand Trial Members will be enrolled. If you apply for one of these Trial Memberships (and in time to get one of them!), you will during the coming eight months obtain books like these:

Tolstoy's *War and Peace*, with illustrations by Vasily Verestchagin and Fritz Eichenberg; *The Pilgrim's Progress* by John Bunyan, with the water-colors of William Blake; *Great Expectations* by Charles Dickens, illustrated with lithographs in color by the English painter Ardizzone; and *The House of the Seven Gables* illustrated by Valenti Angelo; and *The Way of All Flesh*; and *Bacon's Essays*.



Yet, if it should happen that you do not desire to have any of these books, you are given a list of two dozen Heritage books from which you may select substitution titles.

NEVER in the history of book publishing has a greater bargain been offered to wise buyers of books. The Trial Membership gives you an opportunity to put this statement to the test. And you are invited to send in your Reservation now, so that a Trial Membership can be held for you while you study the Prospectus. Please fill out the coupon printed herewith and mail it to The Heritage Club promptly. You will then receive a completely descriptive prospectus, and a Trial Membership will be reserved for you.

Reservation Coupon

To THE HERITAGE CLUB
595 MADISON AVE., New York 22

Please send me a copy of your Prospectus, in which are described the books to be distributed to the Trial Members during the coming eight months. I understand that you will now reserve a Trial Membership for me, awaiting receipt of my formal application.

NAME

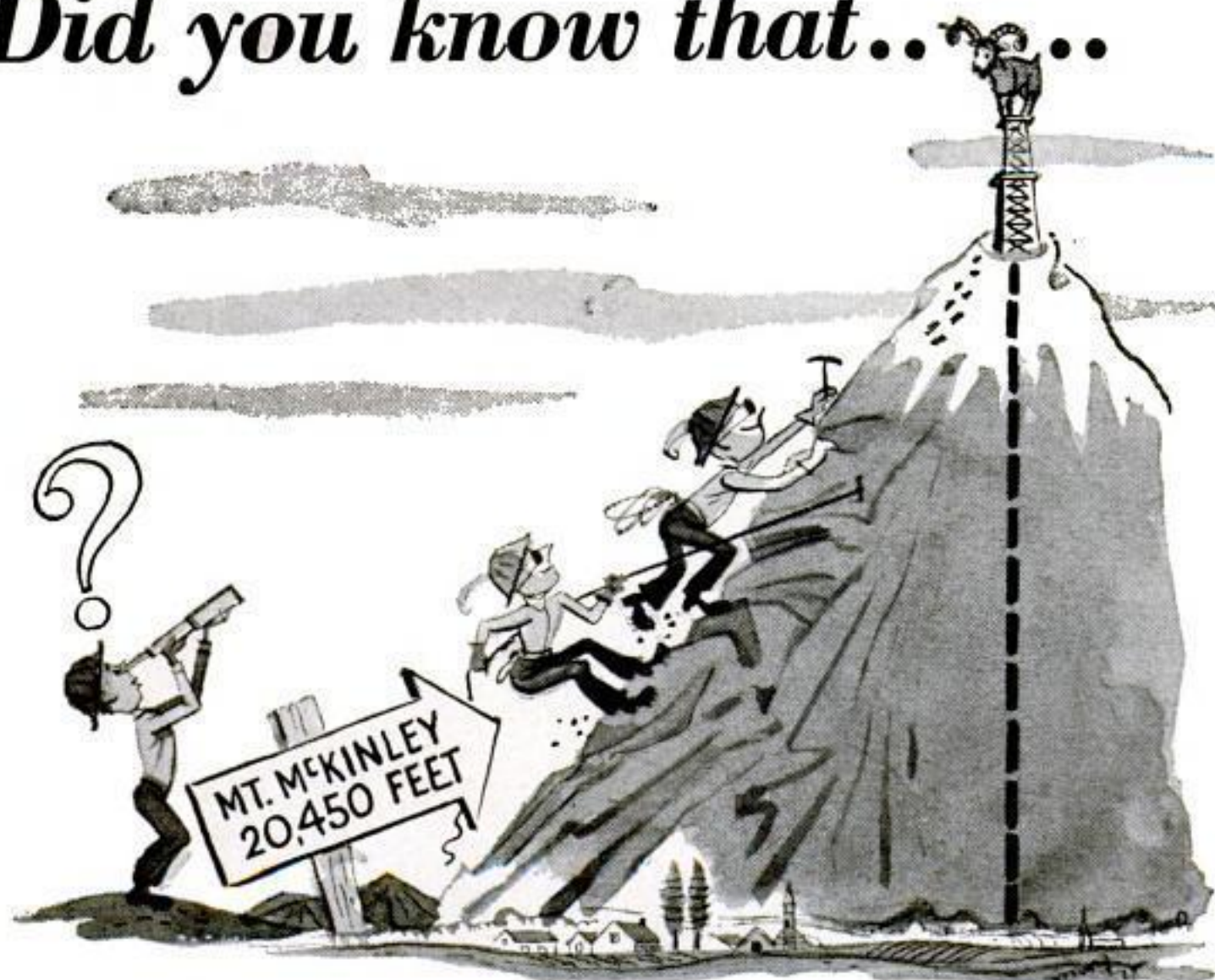
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ADDRESS

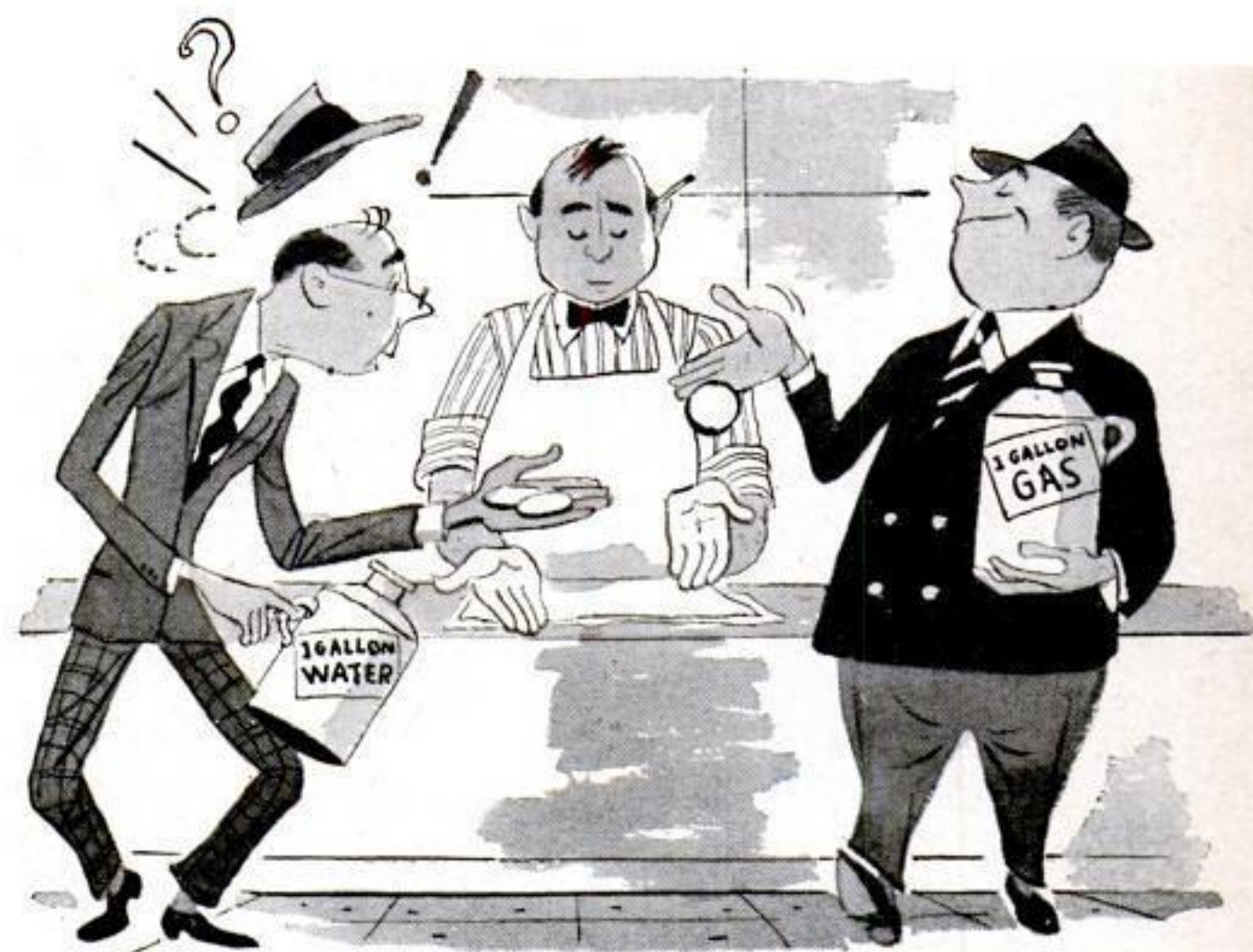
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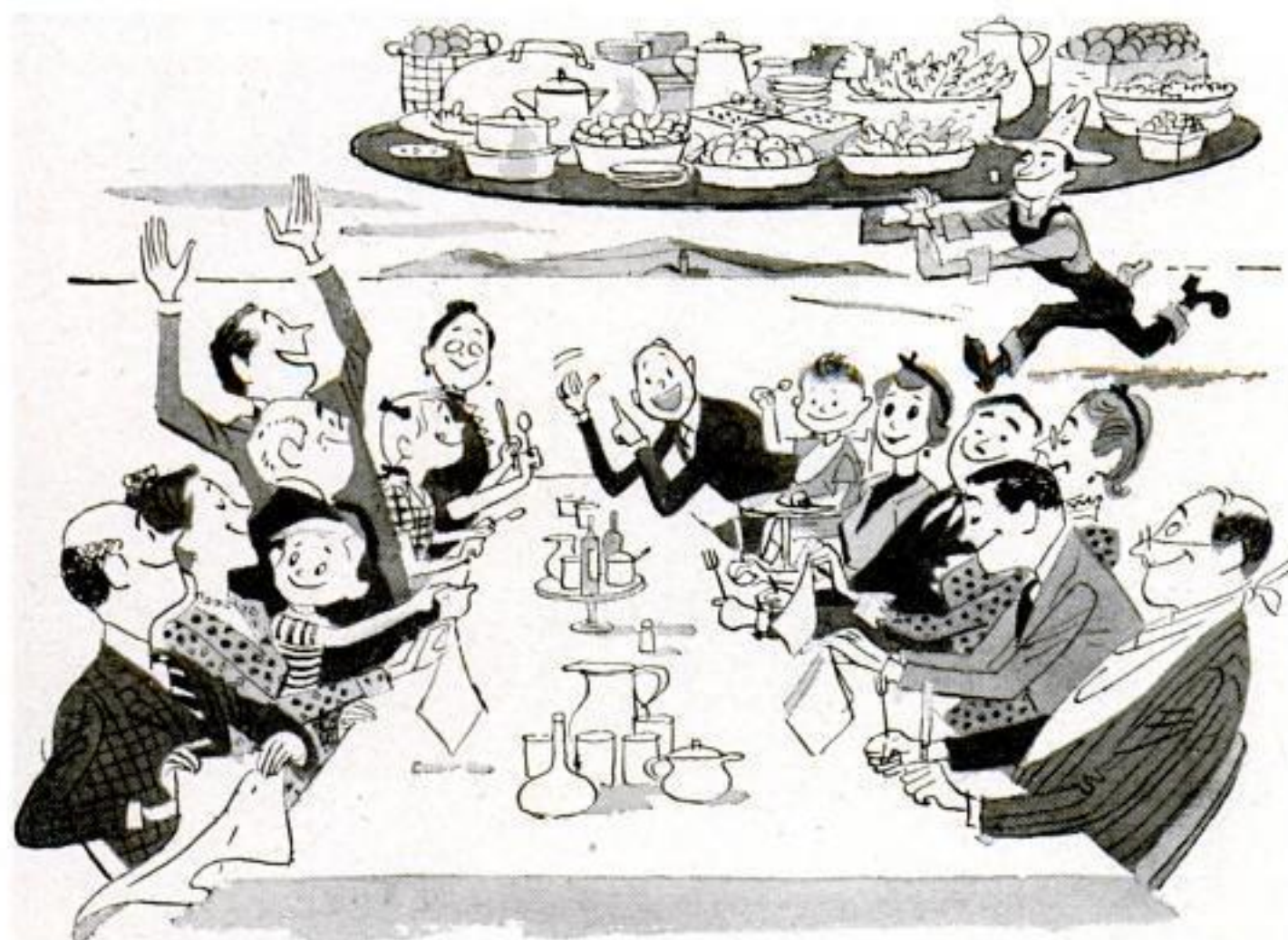
Did you know that...



Drillers have now gone down nearly four miles in the search for oil—just about as deep as Mt. McKinley is high. **Progress in the science of finding oil is adding billions of barrels to our oil reserves.**



Every day, America's oil transportation system moves 240,000,000 gallons of oil where and when it is wanted—does it so efficiently that **a gallon of gasoline actually costs you less than a gallon of distilled water.**



In 1859, with long-hours of backbreaking labor, the average farmer raised only enough to feed a family of five. **Today, with oil-powered farm machinery one farmer can feed himself and fourteen other people.**



With thousands of companies competing in oil marketing, **gasoline is one of the few things you can buy today that costs about the same (taxes excluded) as it did 25 years ago.**

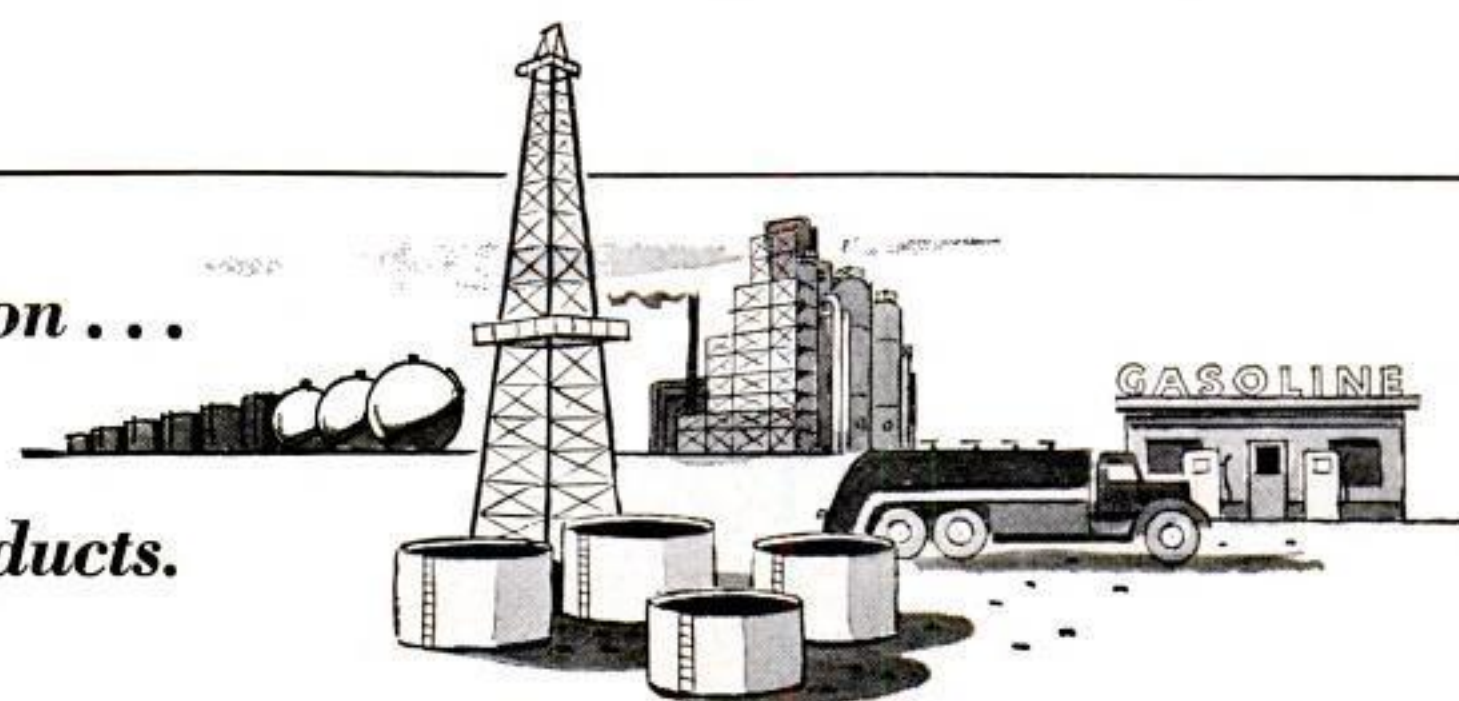
THE AMERICAN OIL INDUSTRY is better prepared today than ever before to meet any national emergency. This country's capacity to produce and refine petroleum has increased around 25 per cent since the peak demands of World War II.

In peace or war, oil men working in America's privately-managed, competing oil companies provide the nation with the largest possible supplies of petroleum products—products of the highest quality at the lowest prices in the world.

Thousands of oil companies mean competition...

competition means progress...

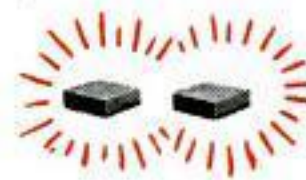
oil progress means more and better products.



Oil Industry Information Committee, 50 West 50th Street, New York 20, N. Y.

When you change from "Miss" to "Mrs."

remember the patterns with these



New SPRING GARDEN

When that happy time comes for you to take a new name... remember an old name, too. It's "Holmes & Edwards", of course, the silverplate that stays lovelier longer!

YOUTH

It's the different, finer silverplate that's Sterling Inlaid with two blocks of sterling silver at the backs of bowls and handles of most-used spoons and forks!

DANISH PRINCESS

And you needn't take years buying this silverware "piece-by-piece". 8 place settings in Holmes & Edwards Silverplate plus 4 serving pieces, only \$69.95! No Excise Tax.

LOVELY LADY

HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE



MADE BY THE INTERNATIONAL SILVER CO.
ALL PATTERNS MADE IN U. S. A.



from Cups to Coralox

Blin, the great French ceramist, made the first spark plug insulators at Limoges, about the latter half of the last century. He called them "porcelains," because they were made from clay used for artists' paint cups.

That's why the insulator was called the "porcelain," long after AC abandoned use of this ceramic material. Porcelain cracked from heat shock—and had many other weaknesses.

As engines and fuels improved, new ceramic materials were developed to meet increasingly difficult operating conditions—but all contained clay, which severely limited the insulator's ability to render reliable performance.

AC's new patented **CORALOX** Insulator is free of these restrictions. Compared with previous insulator materials, it has the following amazing characteristics: Basic in chemical composition—resists oxide fouling; 4 times greater heat conductivity; 3 times the mechanical strength against fracture; Complete resistance to heat shock; 10 times greater electrical resistance at high temperatures.

What do these qualities mean to you, the car owner? Easier starting—smoother idling—better performance under all operating conditions—longer spark plug life.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



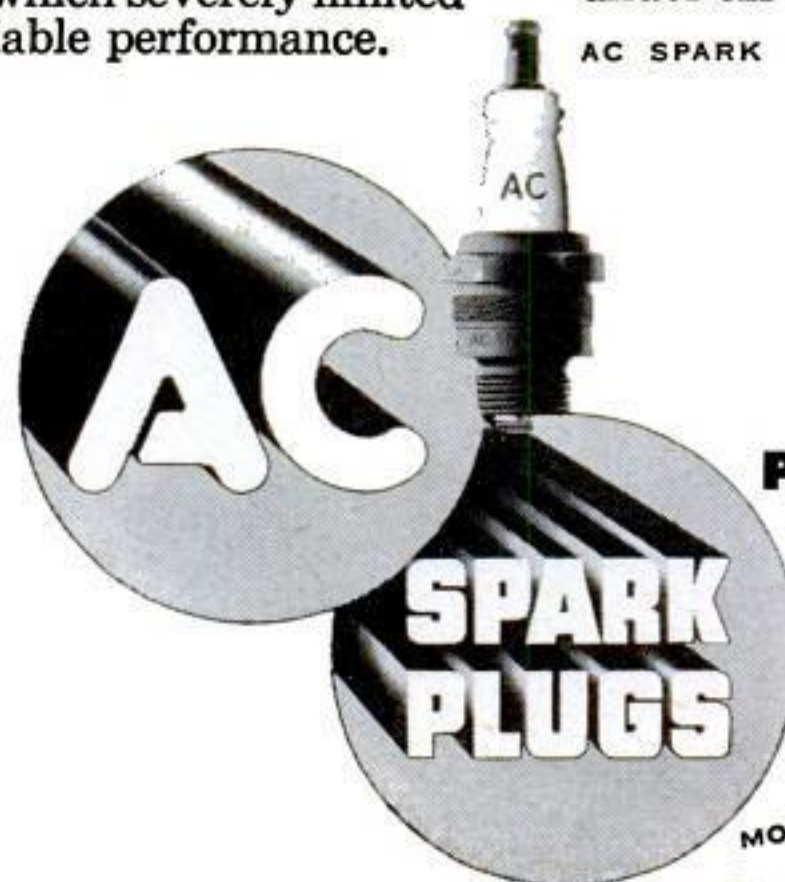
AC SPARK PLUG DIVISION, DEPT. L-11-6, FLINT 2, MICHIGAN

Send for this booklet—no charge. It tells you why **CORALOX** is the greatest spark plug improvement since AC invented the one-piece plug.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



PATENTED

CORALOX

INSULATOR

MORE NEW CARS AND TRUCKS
ARE EQUIPPED WITH AC SPARK PLUGS
THAN WITH ANY OTHER MAKE



Enchanted Evening by Zenith

The Setting: You..Your guests..**1951 Black Magic TV**
with Reflection-Proof Screen

Your guests arrive...You try not to look too obviously proud as you switch on your new Zenith... Conversation ripples to a whisper...

Then—a flood of excited comment..."I can scarcely believe what I'm seeing!"..."I had no idea television could be so big and real"..."It's so wonderfully clear and steady"...

Then comes the magic moment! Never leaving your easy chair, you change programs with Zenith's "Lazy Bones," the amazing remote control that fits in your palm. Click...click...click...you change one program after another, no knob to touch or re-tune!

"It's sheer Black Magic" someone exclaims. And it is...Your magic passport to enchanted evenings from now on, is this incredibly fine, in-

credibly beautiful new Zenith for 1951. Your Zenith dealer invites you to a pre-view...now!

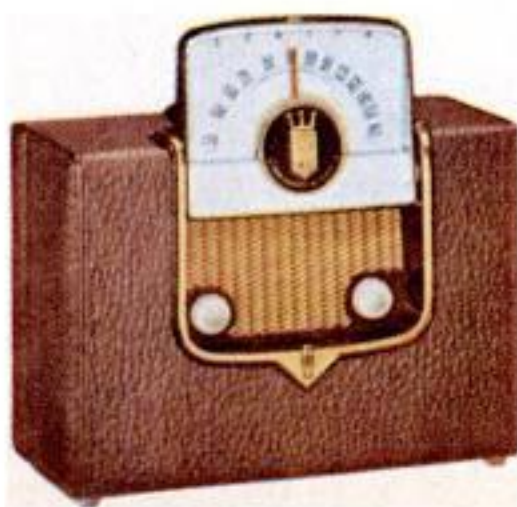
* * *

"Must see" before you buy any TV: Zenith's new 2-in-1 screen with Reflection-Proof Blaxide Tube. Bans room reflections as well as glare, even in fully lighted surroundings, as doctors recommend viewing. Gives you two picture shapes in one set (Giant Circle or rectangular type) at the touch of a switch! New "Super-Range" Chassis gets programs far clearer in outlying locations. Pre-tuned Picturemagnet built-in antenna needs no adjusting. All this plus built-in provision for tuner strips to receive proposed Ultra-High Frequencies on present standards. Glorious new cabinets of lifetime beauty and quality.

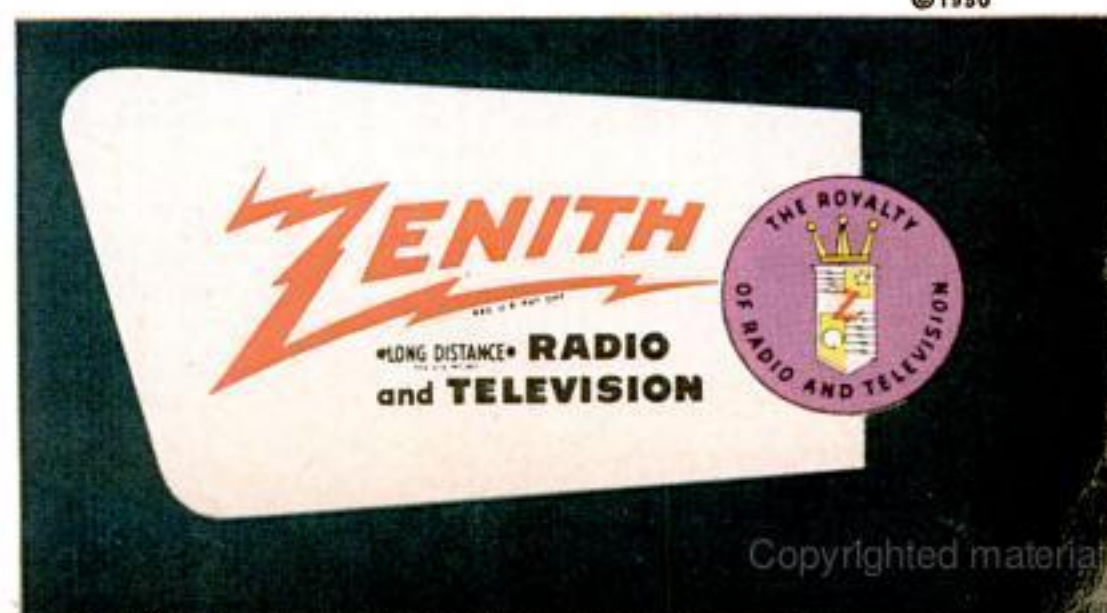
(Above) Zenith® TV Combination, the "Kilmer". New 165 sq. in. 2-in-1 screen. New "Cobra-Matic" Record Changer—simplest all-speed changer ever invented! FM-AM radio with new, more powerful speaker. Exquisite Regency cabinet, genuine Mahogany veneers. Your choice of a wide variety of new Zenith TV consoles, table sets, combinations.



New Zenith "Zephyr"®
Table radio for Long-Distance AM reception. New Giant Dial-Speaker combines larger, extra-powerful Alnico-5 speaker with easy-tuning dial. "Flexo-Grip" handle. Walnut, Ebony or White plastic cabinet.



New Zenith "Universal"®
Super-powered standard broadcast portable — with tone richness comparable to big consoles. Smart luggage-type case in buffalo-grained black or brown. Works on battery, AC, DC.





No matter how you look at it...

Ever reflect on what makes a good coffee good? Freshness... richness... blending... grinding?

Chances are, you'll say every one of these qualities is important. So why not buy the coffee that offers you *all* of them? Roaster-fresh A&P Coffee is *extra* fresh because it's rushed to your A&P Store in the roaster-fresh bean. There's a blend to suit your taste, too... mild, medium, and strong. And Custom Grinding at the moment you buy... for the way you make coffee... guarantees rich, full flavor in every cup. And because the profit on A&P Coffee is only 1¢ a pound, these superb coffees offer you real savings.

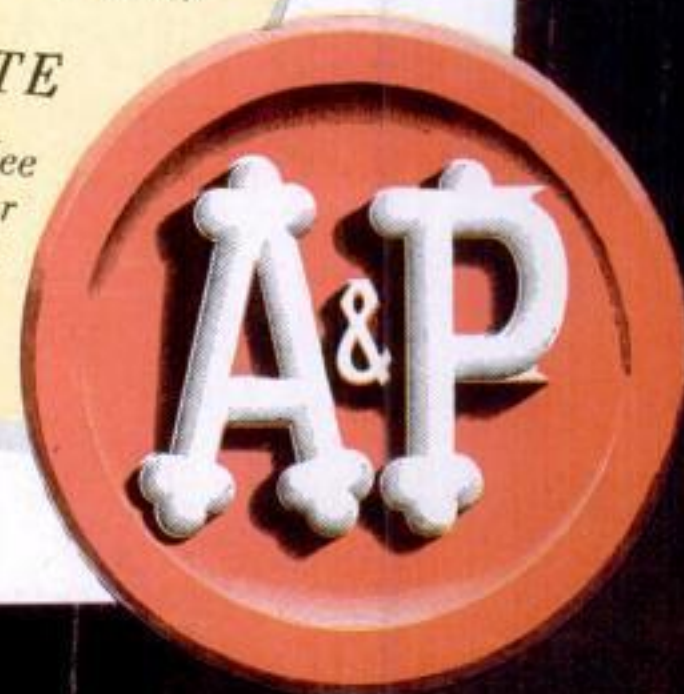
Yes, any way you look at it, A&P Coffee is the coffee for you. And the fact that it's a great value will increase your enjoyment. Try it!

A&P COFFEE
AT ALL A&P FOOD STORES



NATION'S FAVORITE

More people drink A&P Coffee than any other! In fact, our Eight O'Clock blend alone outsells any other brand of coffee American housewives buy!



LETTERS TO THE EDITORS

U.S. SCHOOLS

Sirs:

Herrin Township High School Herrin, Illinois						A. Superior B. Good C. Average D. Passing E. Failure Inc. Incomplete
RECORD OF <u>Life Magazine</u>						
TERM ENDING <u>Oct-16-1950</u>						
SUBJECT	PERIODS PER WEEK	MARK	TIMES ABSENT	TIMES TARDY	FINAL MARK	
<u>Science</u>	<u>1</u>				<u>A+</u>	
REMARKS <u>Excellent work</u>						
<u>Tony Denegoni</u>						TEACHER
NOTE: The student should keep this record for future reference. Parents are invited to visit the school and cooperate with the faculty to the end that the student may do the most satisfactory work.						

Herrin Township High School
Herrin, Ill.

TONY DENECONI
Social Problems Instructor

Sirs:

I believe your special issue on education (LIFE, Oct. 16) to be the most significant contribution to the cause of education in the U.S. in the last 50 years.

GEO. C. ROGERS, M.A.
Superintendent

Charleston Public Schools
Charleston, S.C.

Sirs:

Examination of LIFE's impressive education number calls for hearty congratulations for skillful, objective reporting and intelligent interpretation of functions and problems. You have rendered American schools one of the great services of this generation.

WORTH MCCLURE
Executive Secretary

American Association of
School Administrators
Washington, D.C.

Sirs:

We have two children just starting school. THANK YOU! THANK YOU! THANK YOU!

MRS. GERALD E. RICH
Wichita, Kan.

Sirs:

How do you expect me to be an alert schoolteacher tomorrow, after sitting up half the night to read this week's LIFE?

VIRGINIA BRANDON
Belington, W.Va.

Sirs:

You treated differing points of view with both candor and fairness, and short-circuited the verbosity so com-

mon in the discussion of educational issues. Needless to say we are making use of the issue in our classes. . . .

STUART M. STOKES
Professor of Psychology
and Education

Mount Holyoke College
South Hadley, Mass.

Sirs:

Today from the pulpit I called every parishioner's attention to your special issue on U.S. schools, the most provocative and valuable edition of any current periodical. . . .

THE REV. JOHN O. BRUCE, S.T.M.
Priest-in-Charge
St. John's Episcopal Church
Naperville, Ill.

Sirs:

Blessings to you on that wonderful issue of LIFE on education.

FATHER JAMES KELLER, M.M.
Director

The Christophers
New York, N.Y.

Sirs:

Thanks loads for the wonderful issue on schools. I attend Highland Park High. After all the tearing down this generation has gotten, it's nice to know we really deserve a magazine issue.

SUE MANDEL
Highland Park, Ill.

Sirs:

This picture (below) speaks for itself as to the enthusiasm of the Gulf Park students for the Oct. 16 issue.

ANN YATES
Gulf Park College
Gulfport, Miss.



only the
Van Heusen CENTURY Shirt
has the patented soft collar that

won't wrinkle ever!



Secret behind Van Heusen Century! It's woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay . . . can't be ironed wrong.

Two collar models, single or French cuffs.

Regular collar: Van Heusen Century 100, \$3.95 Van Heusen Century 400, \$4.95
Wide-spread: Van Heusen Century 200, \$3.95 Van Heusen Century 500, \$4.95

In blue, tan or grey—\$3.95 only.



Perspiration won't wilt it!
Soft collar of new Van Heusen Century keeps neat and smart round the clock... without starch...or stays.

Laundering won't hurt it!
Easy to launder—you can't even iron-in wrinkles. No starch, less ironing mean more comfort...more wear.

Patented one-piece collar!
Has no lining—just can't wrinkle. Van Heusen "Comfort Contour" collar styling always gives a neat look.

Van Heusen

REG. T. M.

CENTURY shirts

A new shirt free if your Van Heusen shrinks out of size! **\$3.95 and \$4.95**
Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts•Sport Shirts•Ties•Pajamas•Collars

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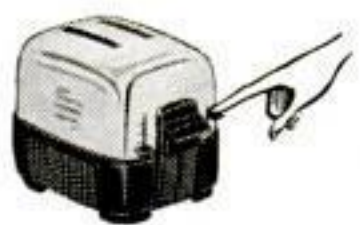
How to be toast-happy
for years and years!



See the General Electric Automatic Toaster at your retailer's—\$22.95*

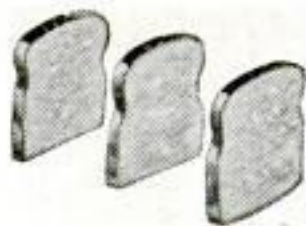
New General Electric Automatic Toaster pops toast up or keeps it down till you're ready!

Toast when you want it!



The new General Electric will pop your toast up—or, if you prefer, keep it down until you're ready for it. Toast that waits until breakfast is ready—toast when you want it.

Toast as you like it!



However you like your toast—light, medium, or dark—you can have it. Just set the control. This toaster will deliver toast to your taste—whether you toast one slice or twenty!

Snap-in Crumb Tray!



Gone are the days when it took all morning to get the crumbs out of the toaster. This shiny, sturdy beauty has a snap-in crumb tray—you can give it a complete cleaning in less than a minute. General Electric Company, Bridgeport 2, Connecticut.

*Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Can you grant permission to reproduce your test ("How Good Is Your School?") for distribution to member schools?

ROY K. WILSON

National Education Association
Washington, D.C.

• Yes. LIFE has also made this test, plus "The Educated Man," "Our Schools Have Kept Us Free," "A Roper Survey," "Know How vs. Know Why," "Who Teaches the Teachers?" and "The Parents Go to Work," available to the National Citizens Commission for the Public Schools, 2 West 45th Street, New York, N.Y. Copies of any or all of these, as well as reports on communities' efforts to improve their schools, may be obtained free from the commission.—ED.

Sirs:

I am a teacher myself, just back after a three-year absence. For the past month I had been asking myself just why I had chosen this profession as I corrected papers and prepared the next day's lessons every night of the week. Your articles have reawakened in me a pride in being part of this profession. I pray God I may measure up to the responsibilities that are mine as a teacher.

PAUL H. BLOMGREN

Hawthorne, Calif.

Sirs:

In the 12 years I have subscribed to LIFE this week's is the worst. There have been many issues in the past which contained rather boring things, such as brain operations, etc. But only for six or seven pages. . . .

PAUL R. HOPE

New Castle, Del.

Sirs:

Congratulations on your special issue. It was of great interest to educators in our state because it is just the story we have been trying to get over to our voters. We vote Nov. 7 on two referendums and a House joint resolution for raising money to improve our school facilities at all levels.

WILSON COMPTON
President

The State College of Washington
Pullman, Wash.

TEACHER CARRIES ON

Sirs:

Your magazine has made a most important and much needed survey. Since I am the "teacher" concerned in "The Teacher Carries On With Her Job" . . . I found some errors—I graduated from Southwest Missouri State College, not Southeast. I paid \$1,750, not \$1,200, for my car (all my friends are asking me to place an order for a \$1,200 auto). I taught first and second grade, not kindergarten, in Jasper, Mo. My participation in N.E.A. activities reflects one of the satisfactions I find in teaching. I love "kids"—but I'm not in any way married to my job—it was rather of a shock to be shown as a Pollyanna sort of person. I date regularly and am much too busy to be frustrated.

LOIS WINTER

Webster Groves, Mo.

CONTINUED ON PAGE 14

TASTES
tip-top!



For bright, wake-up flavor, there's no breakfast juice like Sunsweet Prune Juice!

MAKES YOU
tick-tock!



And there's no juice like Sunsweet for regularity! Unlike other prune juices, it never varies in laxative strength. An exclusive Duffy-Mott process keeps every glassful the same.

ONLY SUNSWEET
HAS UNIFORM
LAXATIVITY

Sunsweet
PRUNE JUICE

As prepared and distributed
by the makers of . . .

MOTT'S APPLE JUICE
MOTT'S APPLE SAUCE
MOTT'S SWEET CIDER
MOTT'S JELLIES
MOTT'S VINEGARS



How Wild can the West be?

A Park Avenue gal caught off guard...

a Rodeo champ who makes the most of it!

Go ahead...YOU take it from there!



IRENE DUNNE

FRED MACMURRAY

in

The Big Egg of
"The Egg and I"
was never better!

NEVER A DULL MOMENT!

IRENE SINGS!

"ONCE YOU FIND YOUR GUY"
"THE MAN WITH
THE BIG FELT HAT"
"SAGEBRUSH LULLABY"

Produced by HARRIET PARSONS

Directed by GEORGE MARSHALL

with WILLIAM DEMAREST • ANDY DEVINE • GIGI PERREAU • NATALIE WOOD • PHILIP OBER • JACK KIRKWOOD

Screenplay by LOU BRESLOW and DORIS ANDERSON



The LESTER GRAND PIANO
is the Official Piano of the
Philadelphia Orchestra



the **LESTER**
Concert Grand

Quality is the Keynote

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a beautiful piano with magnificent tone

LETTERS TO THE EDITORS

CONTINUED

OLDEST U.S. SCHOOL

Sirs:

I note on page 131 an item "Oldest Schoolhouse." Now about 50 years ago I served my country at St. Augustine, Fla. At that time and even now there is a house open to the public that has been called the "Oldest Schoolhouse in the U.S."...

L. R. ELKINS
(Major L. R. Elkins, Ret.)

St. Petersburg, Fla.



ST. AUGUSTINE'S "OLDEST"

Sirs:

Because you may hear from claimants of the so-called "oldest schoolhouse" in St. Augustine, Fla., I am prompted to present the evidence of historians regarding it and the Voorlezer's House. According to deeds filed in Richmond County, the latter was used as a school and church from its earliest construction before 1696. Earliest mention of the "oldest schoolhouse" at St. Augustine is in a 1763 deed. Furthermore it was not used as a school until 1790. Prior to 1790 the building was simply a dwelling.

VERNON B. HAMPTON
President

Staten Island Historical Society
New York, N.Y.

● The St. Augustine Historical Society also agrees with LIFE.—ED.

KNOW HOW vs. KNOW WHY

Sirs:

Here's hoping every parent will have the opportunity to read Bernard Bell's article. Have we been guilty of taking a priceless grain of truth and by properly soaking it in 20th-Century fatuity developed a mountain of untruth?

PROFESSOR J. L. PICKARD
University of Arizona
Tucson, Ariz.

Sirs:

Canon Bell is in my opinion an embittered old oaf. I thought men with such an amazing disregard for the individual had died out long ago...

LAWRENCE L. ORR JR.
Decatur, Ga.

WHO TEACHES THE TEACHERS?

Sirs:

Congratulations on a balanced and unusually authentic job. The most serious exception is a prejudiced raw deal by cowardly anonymous "Sperry" ("Who Teaches the Teachers?").

EDGAR FULLER
Executive Secretary
National Council of
Chief State School Officers
Washington, D.C.

Sirs:

I can speak for this teachers' college only... The faculty here is, if anything, better trained than the average faculty of the average liberal arts college; we are not suffering from

CONTINUED ON PAGE 16

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.

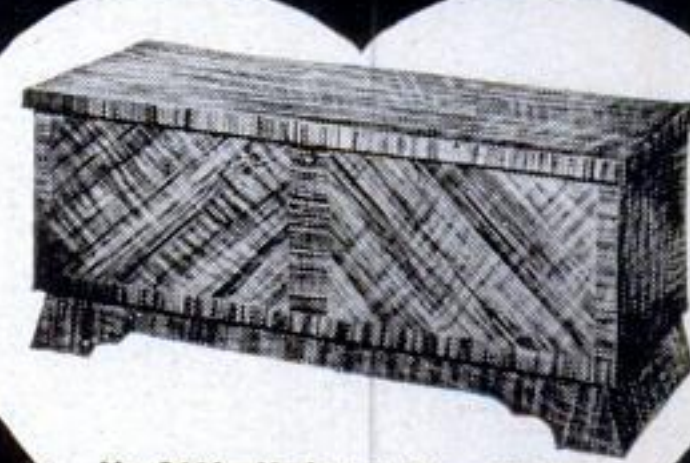


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on this Crosley Family Theatre Screen

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CROSLY VIEWING

CROSLY *Full Room Vision*

puts every seat on the 50-yard line!



17-inch All-Entertainment Console Model 11-444 (Rectangular Tube) includes superb tone-engineered radio, 3-speed record player, is one of the 20 magnificent new models for 1951.

Brings you every play in clear, sharp big pictures . . . from the widest viewing angle

When you watch football on the new Crosley, let the players do the huddling! There'll be no more scrambling for position, no crowding of chairs "out front" at your house—because Crosley Family Theatre Television gives you *Full Room Vision*.

Contoured like the proscenium arch of a stage, the exclusive Family Theatre Screen* has a wider viewing angle...is tilted slightly forward to absorb stray light, and give you clear, crisp big pictures!

Then, Crosley's new Super-Powered Circuit provides the plus-power you need for big 16-inch, 17-inch, and 19-inch picture tubes.

With Crosley's new Precision Contrast Control you can adjust the intensity of the picture's "whites" and "greys," without weakening the "blacks." And with Crosley's improved Unituner you enjoy quick, sharp tuning without inter-channel interference.

And you get Crosley's patented—and exclusive—Built-in Automatic Dual Antenna, that is fully directional and requires no manual adjustment. Actually two aerials in one, it is designed for peak performance on all channels.

All this and pace-setting styling, too . . . for Crosley leads with twenty new 1951 models with big 16-, 17-, and 19-inch picture tubes...consoles and table models...traditional and modern...in mahogany, walnut, and blond wood veneers. See them today at your Crosley Dealer's!

*Pat. Pending

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Here's Why You Need Bayer Aspirin When You Have A Cold —to Feel Better Fast!



At the first sign of a cold—before you do anything else—take two BAYER ASPIRIN tablets with a full glass of water. Here's why:

When you have a cold, it's almost invariably accompanied by a headachy, feverish feeling and muscular aches and pains. And it's very important to your well being that you treat these distressing symptoms with a medication that will *relieve* them... *relieve* them quickly. By taking BAYER ASPIRIN at the first sign of a cold, you'll get this important relief.

No matter how you try to stop or shorten a cold, we believe that your own doctor will tell you that this is sound advice.

FEEL BETTER FAST

And when you use BAYER ASPIRIN, you'll discover why millions have followed this advice with remarkable results. For BAYER ASPIRIN works fast. It's actually ready to go to work in two seconds. And this is one reason why it brings you amazingly quick relief from these painful cold symptoms.

This two second speed is something you can see with your own eyes by dropping a BAYER ASPIRIN tablet in a glass of water and "clocking" its disintegration.



WHAT TO DO FOR SORE THROAT

When your cold causes a sore throat, gargle with three BAYER ASPIRIN tablets dissolved in one-third of a glass of water. This makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.

Besides being effective, BAYER ASPIRIN is also gentle. Its single active ingredient is so gentle to the system that doctors regularly prescribe it even for small children.

Keep BAYER ASPIRIN handy. When you buy, be sure to ask for it by its full name—Bayer Aspirin—not just for "Aspirin" alone.



Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN

LETTERS TO THE EDITORS

CONTINUED

malnutrition due to poor pay; we do not... teach methods without content; so far as I know everyone connected with the institution has heard of *Harper's* and the *Atlantic Monthly*.... The article did not anger me, it merely astonished me.

JAMES MORELAND
Professor of English

State Teachers College
Oswego, N.Y.

Sirs:

As a professor in what I like to think is a good teachers' college, I must say what Sperry wrote has also been observed, and worried about, by many teachers' college faculty members and administrators.

(NAME WITHHELD)

New Britain, Conn.

Sirs:

Thank you for bringing out the shortcomings of the teachers' colleges. I have had first-hand experience with them. I am a graduate of Radcliffe College, where I majored in literature, learned to speak two languages and at least made myself familiar with the rudiments of philosophy, music and psychology. Also I am a high-honor graduate of a business school in Boston.

This summer I attempted to find work as a high school teacher for the coming year. I was informed my training was insufficient, that I would need at least one year at the state teachers' college, in such subjects as high school science, high school history, high school music and art and high school current events, to say nothing of an additional two years of How to Teach Volleyball, How to Teach Basketball, etc. Further, I would have to pass tests given by the teachers' college in the subjects in which I had majored if I wanted credit without taking them over....

No wonder our young people are poorly educated! In our forefathers' time, a graduate of Harvard or Radcliffe was welcomed with open arms into the teaching profession....

(NAME WITHHELD)

Watertown, Mass.

GULF PARK

Sirs:

We who are struggling vainly through Advanced Technical Aerodynamics, Theories of Nonlinear Differential Equations and Morphology and Taxonomy of the Seed Plants (Sem. II) gaze with jealous eyes upon Gulf

CONTINUED ON PAGE 18



"Hey, Mac, I'm ready for the Honor Brand Frozen Peas!"

Only selected varieties of fruits and vegetables—famous for finer flavor and superior freezing qualities—are fresh-frozen by Stokely's Honor Brand. Yet, these finest frozen foods cost you less. Try Honor Brand Frozen Foods and Juices soon. You'll serve the best and still save!



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So Smooth YOU KNOW IT'S A "PRO" COMB!



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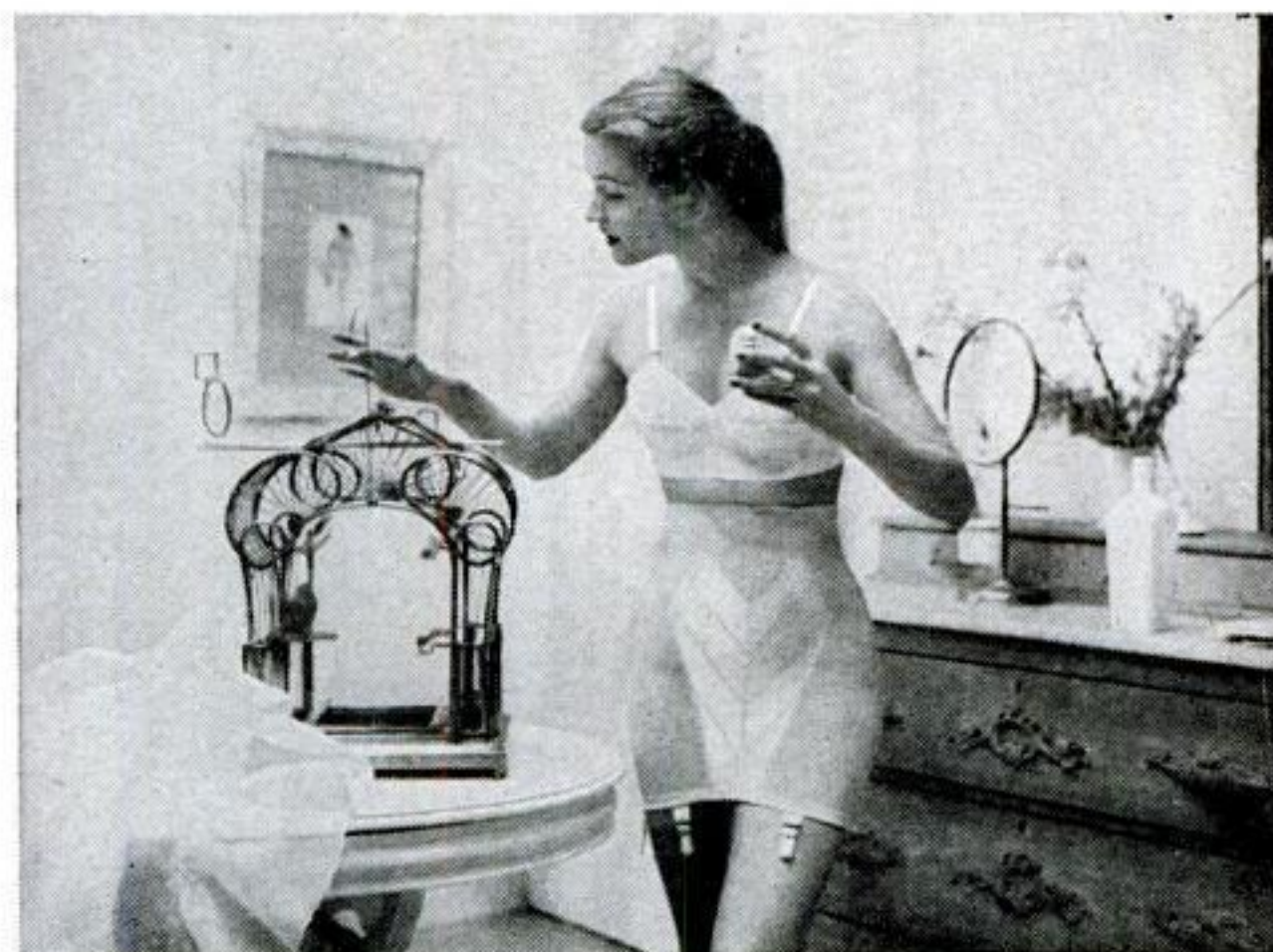
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L-11-6



Twice-the-Price Look! Slick, sleek you from strap shoulder to stocking holder. It's "Veil of Youth" and satin elastic with an exquisite nylon marquisette bra top. Low cut, too, for a bare-top view. Pink, black or white. Le Gant #3864.



My! What a buy! Satin elastic coming and going... airy "Veil of Youth" on the sidelines... long feather-light hipbones to the very top of its highwaisted hug. Pink or white with touches of blue. Le Gant #613. The bra: pink, black or white nylon taffeta frosted with nylon marquisette. #2299.



Thrifty nifties! (*Eyes left*)... all "Veil of Youth." Only 3½ ounces at that. White with blue trim. Le Gant #705. (Matching girdle #704.) Bra is white lace and broadcloth strapless #2083. (*Eyes right*)... Satin for flattenin' front and back. "Veil of Youth" on the sides. Pink, black or white. Le Gant #724. (Matching pantie, #725.) Cup-stitched white satin bra #2227.

Darling, you're right to be narrow-minded!

Be comfy, too, in Warner's "Veil of Youth" fabrics

Fashion puts the emphasis on that slim-as-an-exclamation-point figure. And Warner's... thanks to production magic... puts the emphasis on Veil of Youth.* It's Warner's fabulous, light-as-a-cloud elastic... yesterday treasured for only the costliest girdles... today measured into girdles that keep you slim on the slimmest allowance. You'll find many of them in your very own 3-Way-Sizes. At finer stores.

1. Your Warner's is your length... whether you're a short, medium, long or extra long.
2. ...and your hip-size... whether you have straight, average or full hips.
3. ...and your control... whether you like a little or a lot.

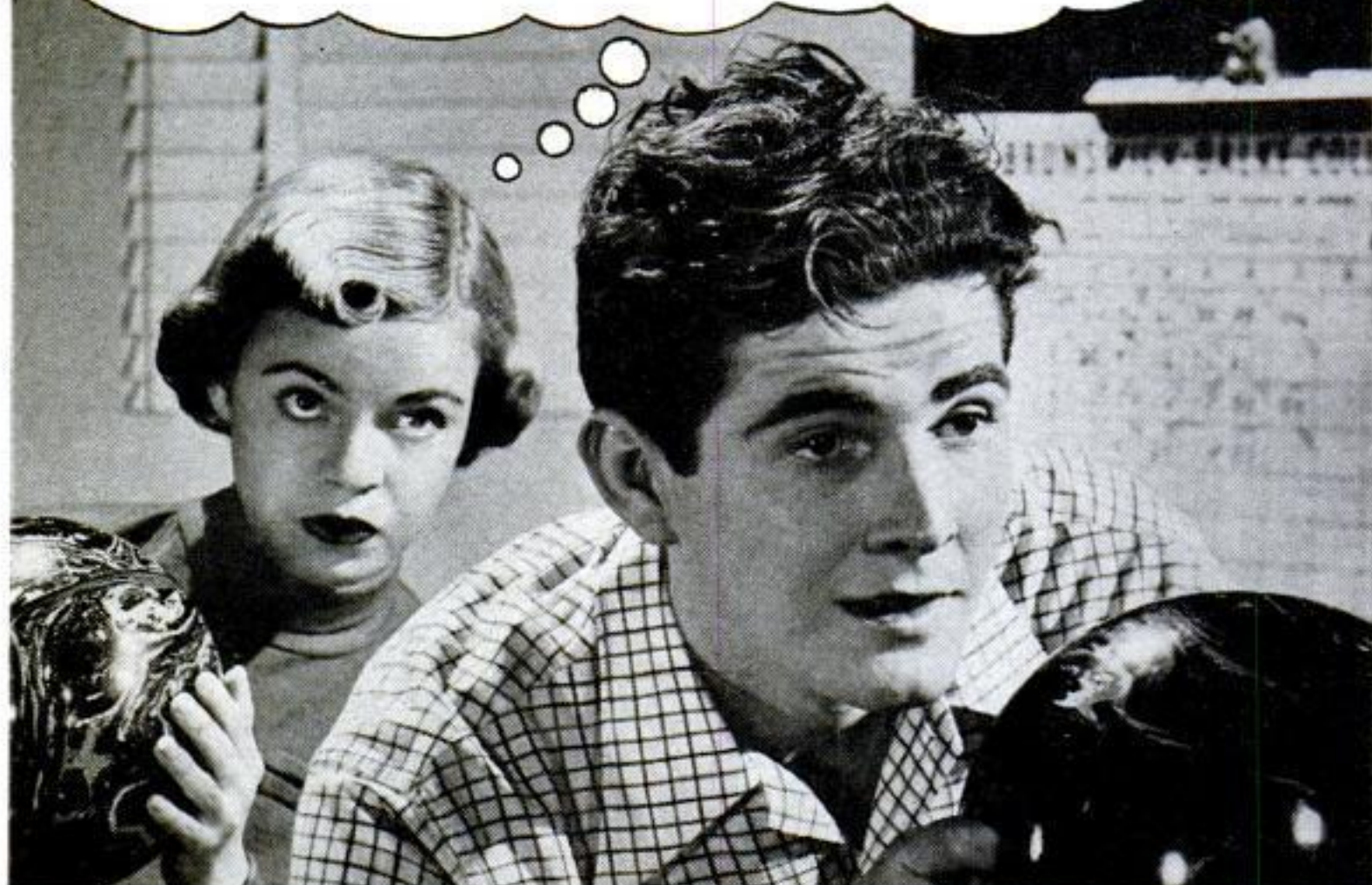
WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE GANT* • A'LURE* • STA-UP-TOP* • "FREE-LIFT" • WARNERETTE*
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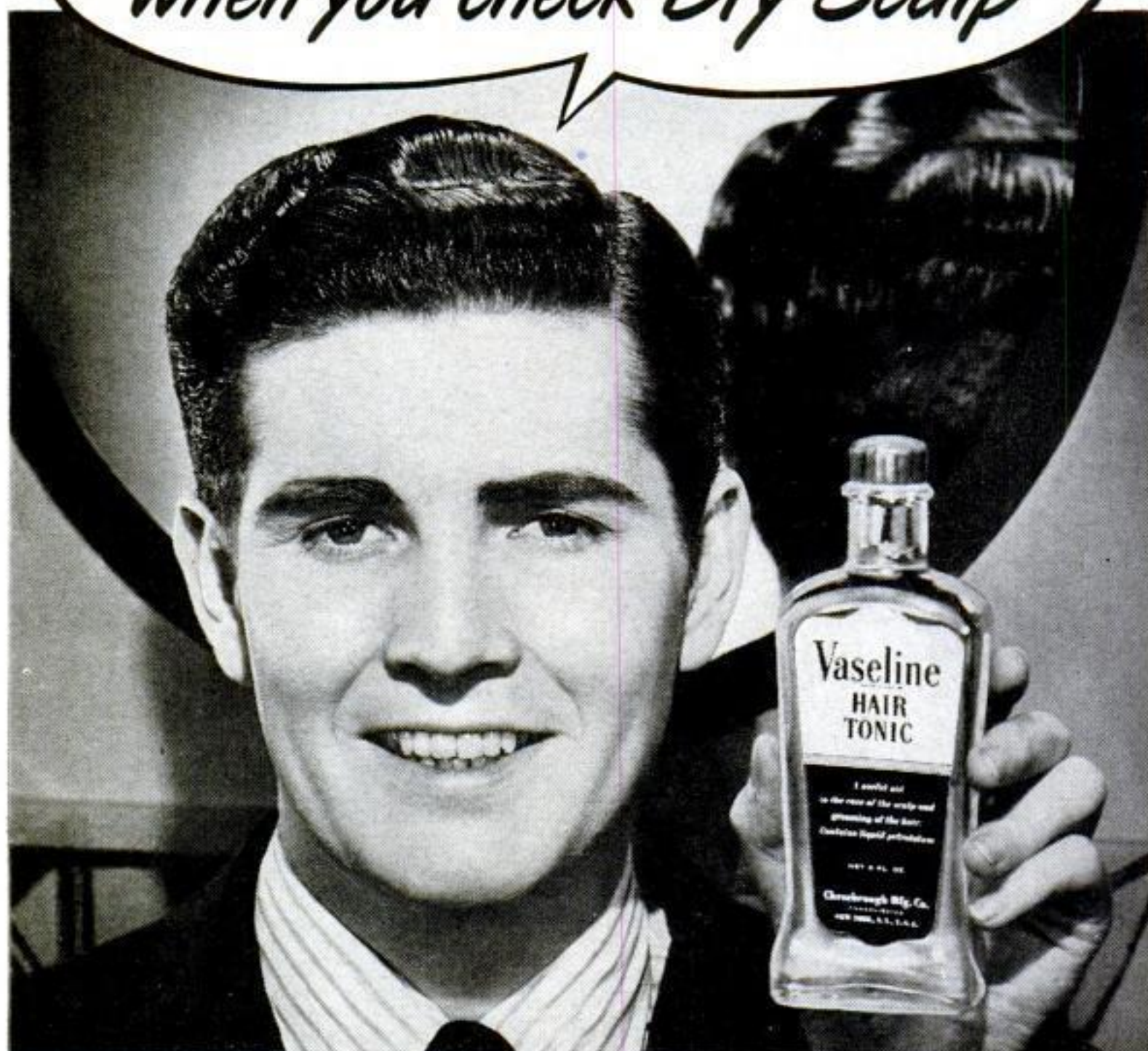
Bandleader! Satin elastic fore and aft. "Veil of Youth" and light featherbones hold that hipline. Two-inch elastic top band. Pink or white etched with blue. Le Gant #653. White broadcloth bra #2076.

oh-oh, Dry Scalp!



"JEFF ALWAYS HITS the headpin just right, but he'll never make a hit with that head of unruly hair. He's got all the signs of Dry Scalp. Dull, hard-to-manage hair . . . and loose dandruff, too. He'll bowl 'em over, though, when he starts using 'Vaseline' Hair Tonic . . ."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



GREAT WAY to start your day! A few drops of 'Vaseline' Hair Tonic a day work wonders. It checks loose dandruff and those other annoying signs of Dry Scalp because it supplements the natural scalp oils . . . gives your hair that handsome, natural look. Contains no alcohol or other drying ingredients . . . and it's economical, too.

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LETTERS TO THE EDITORS

CONTINUED

Park By-The-Sea. We don't want to be "intellectual giants"; we want to learn first semester Back Spacing (to be followed by Margin Release), Corner Dusting B and Advanced Water Boiling.

How can 237 girls be so lucky, so lithe, so tan, so impeccably dressed, so. . .

(NAMES WITHHELD)

Pembroke College
Providence, R.I.

THE EDUCATED MAN

Sirs:

Living alone, as I do, in one hotel room, it is very comforting in an uncomfortable world to learn that, as Jacques Barzun (in "The Educated Man") puts it, an educated person is one who "can sit in a room and not perish."

ESTELLE HAGEDORN

Philadelphia, Pa.

WILLIAMS PARTY

Sirs:

I am tired of picking up LIFE and reading about all the parties at Williams. Admitted we have them—and darn good ones, too—but only three a year, not the million the public must think we have after your articles. How about telling your readers Williams is one of the best small colleges in New England, perhaps in the nation, as to scholastic rating?

DICK PORTER, '53

Williams College
Williamston, Mass.

● We refer Sophomore Porter to LIFE, Jan. 24, 1949 and the nine-page color essay "Williams College."—ED

THE MAIL

Sirs:

By now you probably know that you have a bear by the tail. What are you going to do with all the letters you receive as a result of your issue on schools?

H. L. SAMMONS

Board of Education
Cleveland, Ohio

● Work the letter-answering department overtime. As this column goes to press, the number of letters received on the issue is more than double the normal mail.—ED.

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We hear much about the *average man*.

But we never meet him. He inhabits a world
invented by the statisticians. For instance,
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but five men out of six wear some other size.

In fact we long ago discovered we had to make suits
from size 32 to 56 and in fourteen body-types
from extra-short to long-stout if we wanted

to be perfectionists in fit. So we did—and we are.

And if you, too, are interested in perfection,

the Hart Schaffner & Marx dealer is the one
best able to help you achieve it.



A Blue suit is the keystone of a man's wardrobe. There's none finer than our Marine Blue—a Triple Test® suit.

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ACTUAL SIZE

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It's a New Joy- to Own, to Handle, to Use

WHEN you become the proud owner of a new Schick "20" you'll have the finest shaving instrument of all time — and be well aware of it, every time you see it resting by your shaving mirror.

When you handle it, you welcome its smart new shape — compact, convenient, as much at home to your hand as your fingers.

And when you *use* it — then, sir, you shave

with a brand-new joyful ease.

Press a button — caress your face with a gentle, stimulating once-over — and you find tough, wiry whiskers disappearing like down before Schick's Hi-Velocity Heads and the smooth drive of Schick's *real rotary motor*, the most powerful Schick ever built.

More, this 20th anniversary model comes in its own handsome new Caddie Case. Specially

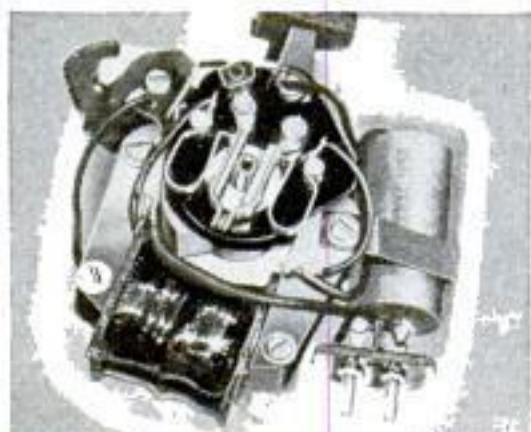
designed for the Schick "20," executed in fine leatherlike material, it fits the bathroom shelf, dresses up any shaving stand, packs easily for traveling.

Next time you shave, think how easy it could be with a Schick "20." Better yet — get one for the *next* shave. It's selling fast at a nearby dealer's, along with the famous Schick Super and the Schick Colonel. Schick Incorporated, Stamford, Conn. Service offices in principal cities.

★P. S.—Gift idea? What better?



NEW HI-VELOCITY HEADS—Higher speed with longer cutter thrust. Sharpened and honed. Exclusive combing edges guide whiskers. Interceptor bar, in each head, stands up whiskers for close cropping.



NEW TOP-POWER MOTOR—A *real rotary motor*. Precision-built, smooth, a powerhouse — packs more power than any other we ever made. AC or DC. Snaps into action or stops when you press the Stop-Start Button.



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Schick Super \$22.50
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MORE MEN USE SCHICK **ELECTRIC** SHAVERS THAN ANY OTHER MAKE

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Nancy Olson co-starring in
"Mr. Music" a Paramount Picture



"Nancy Olson's
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says FRANCES JACOT
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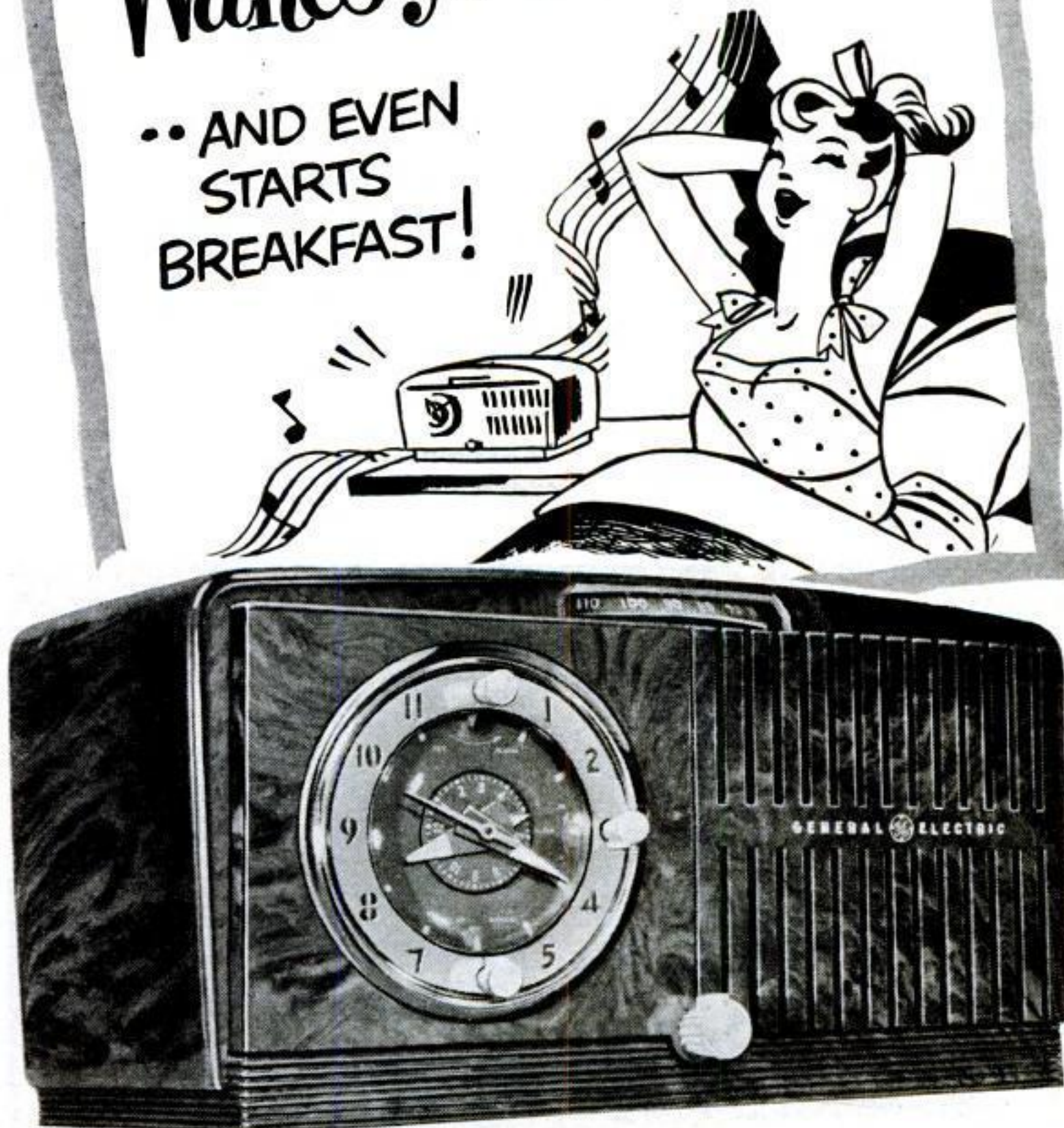
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● What a wonderful idea—a radio that not only looks smart and plays beautifully, but automatically wakes you to music—and even has your coffee ready! Turns on any of a dozen electric appliances. At night it lulls you to sleep then turns itself off! Plus a G-E electric clock that tells time even in the dark. Yet it costs no more than many ordinary radios. It's the world's most useful, most amazing radio! No wonder the G-E Clock-Radio outsells all other makes combined.

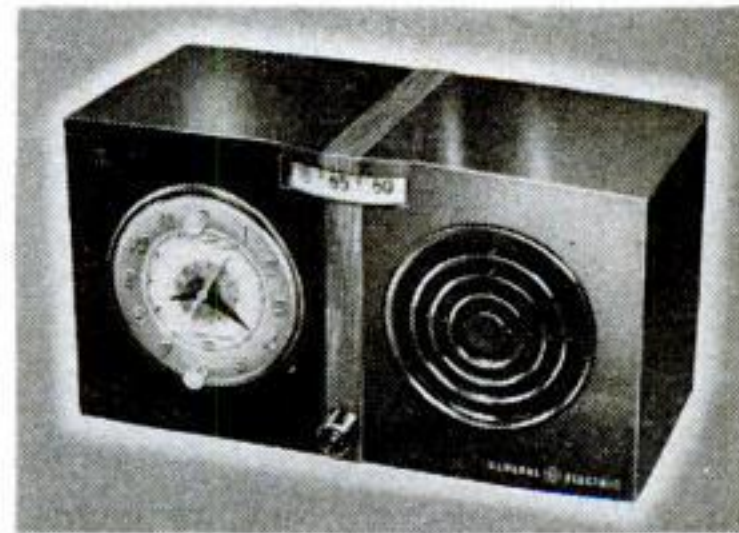
And the colors! Alabaster ivory, Persian red, Congo brown, porcelain white plastic—all at the same low price! **\$34.95***

General Electric Co., Syracuse, N. Y.

G-E "Wake-up-to-music" Clock-Radio

Wakes you to music, turns on your favorite radio program—automatically! Fine-toned radio, G-E electric clock. In alabaster ivory or Congo brown. Both at the same price! **\$29.95***

*Slightly higher West and South. Subject to change without notice.



You can put your confidence in—
GENERAL ELECTRIC

"THE ELOPEMENT" was photographed by Carroll at Barmby Moor in 1862. He took delight in dressing his subjects in costumes, having them act out little stories.



TENNIEL'S ALICE, drawn by book's illustrator, was modeled by girl named Mary Hilton Badcock.



SPEAKING OF PICTURES . . .

Some fine photographs by the author of "Alice in Wonderland" are rediscovered

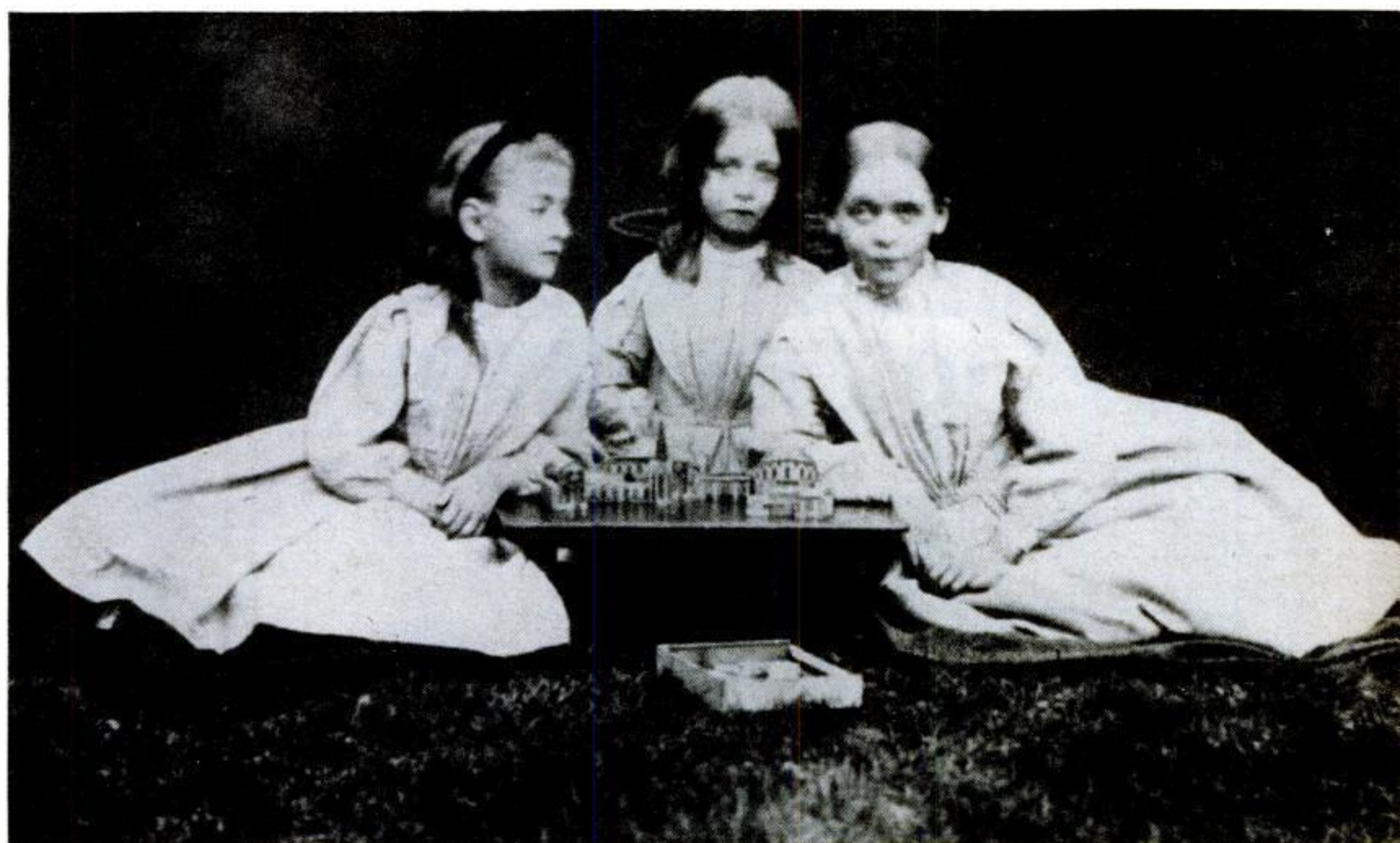
When he was not busy lecturing on mathematics at Oxford or writing his books, Lewis Carroll practiced his favorite hobby—photography. His charming pictures currently appear both in a Museum of Modern Art exhibit in New York and in a new book, *Lewis Carroll, Photographer* (Chanticleer Press, \$4), by Helmut Gernsheim. Carroll became interested in picture-taking in 1855, a decade before he wrote *Alice in Wonderland*. Photography was becoming the rage all over England and even Victoria had a darkroom in Windsor Castle. In spite of the fact that equipment was cumbersome and processing required great care, Carroll developed his pictures himself and did much of his printing. His studio was a special photographer's "glass house" on the roof of his Oxford home. Portraiture was his field and his favorite subjects were little girls. One, Alice Liddell (left), was the inspiration for her immortal namesake—but she was not the girl Sir John Tenniel had in mind when he made his drawings for the book.



CARROLL'S ALICE, inspiration for the book, was Alice Liddell, daughter of an Oxford dean. Carroll took this portrait of her around 1860 when she was 8.



LITTLE BOY, taken at Lambeth Palace, was Ivo Bligh, the son of Lord Darnley. Carroll disliked boys and photographed them only if they looked like girls.



GROUP PORTRAIT of three girls was made at Croft Rectory, in Yorkshire. To achieve this dark background two of the photographer's friends held a blanket behind subjects.



"IT WON'T COME SMOOTH" was Carroll's title for this picture of a little girl grown weary of brushing her hair. She is daughter of George Macdonald, Scottish author and poet.

FATHER AND CHILD who sat for Carroll were Arthur Hughes, a painter, and his daughter Agnes. To get children to pose for him, Carroll often had to photograph their parents.

READER'S DIGEST* reports
the same research which proves
that brushing teeth right after eating with
COLGATE DENTAL CREAM
STOPS TOOTH DECAY BEST



Better Than Any Other Way Of Preventing Tooth Decay According To Published Reports!




NO OTHER TOOTHPASTE OR POWDER—AMMONIATED OR NOT—OFFERS PROOF OF SUCH RESULTS! Over a two-year period, leading scientists found no new cavities whatever for more than 1 out of 3 who used Colgate's correctly! No dentifrice can stop all tooth decay, or help cavities already started. But the Colgate way is the most effective way yet known to help your dentist prevent decay!

READER'S DIGEST recently reported on one of the most extensive experiments in dentifrice history! And here are additional facts: The one and only toothpaste used in this research was Colgate Dental Cream. Yes, this scientific research showed brushing teeth right after eating with Colgate Dental Cream stopped decay *best!* Better than any other home method of oral hygiene! The Colgate way stopped *more* decay for *more* people than ever reported in all dentifrice history!



**ALWAYS
USE COLGATE'S
TO CLEAN YOUR
BREATH WHILE YOU
CLEAN YOUR TEETH
— AND HELP STOP
TOOTH DECAY!**



COLGATE
RIBBON DENTAL CREAM

*** YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the research reported in July Reader's Digest.

LEWIS CARROLL CONTINUED



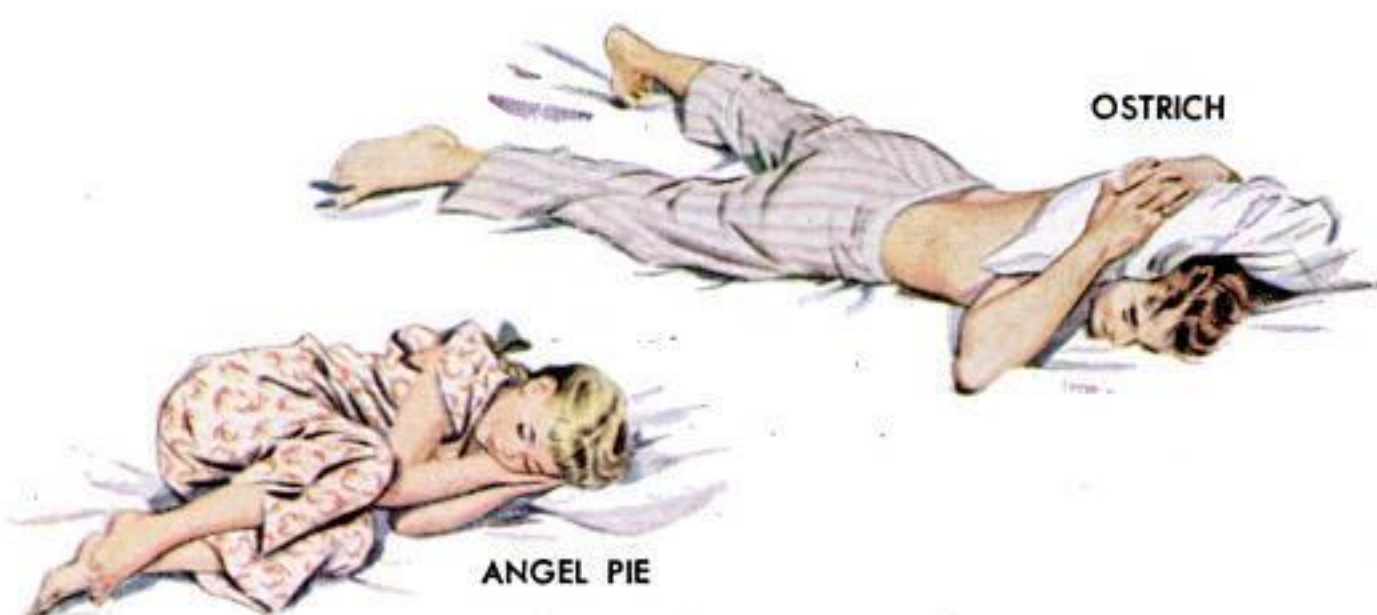
LEWIS CARROLL, holding lens, sits for portrait by Rejlander, one of the great professionals of the day. Strangely, he did not like to be photographed.

HIS EQUIPMENT INCLUDED SPECIAL TENTS AND TOYS

In 1855 Lewis Carroll, whose real name was Charles Lutwidge Dodgson, became a master and tutor at Oxford's Christ Church. On his salary of £300 a year he could now afford much of the expensive equipment he needed for his new hobby. "It is my one recreation and I think it should be done well," he remarked in his diary. In those early days the collodion, or "wet plate," process was the one in greatest use. It presented many difficulties. A plate had to be prepared and coated just before each exposure, then had to be exposed and developed while it was still wet. When Carroll visited friends he was going to photograph, his camera, chemicals and other equipment, including a special tent rigged up as a portable darkroom, often had to be sent ahead by rail. "But much more exciting than being photographed was being allowed to go into the darkroom and watch him develop the large glass plates," Alice Liddell told her son many years later. As valuable as anything in his store of equipment were the dolls and toys which cluttered his studio at Oxford, kept to amuse his young subjects.

Although he was often painfully shy in the company of adults, Carroll did photograph many distinguished grownups, Lord Tennyson among others. And though he was one of the best portraitists of his day, he occasionally made bad pictures. In 1857 he wrote a lament on the difficulties of photography, a parody on Longfellow entitled *Hia-watha's Photographing*. Part of the poem goes as follows:

All the while that she was sitting,
Still the lady chattered, chattered,
Like a monkey in the forest.
"Am I sitting still?" she asked him.
"Is my face enough in profile?
Shall I hold the bouquet higher?
Will it come into the picture?"
And the picture failed completely.



Englander alone
makes a mattress of
Airfoam* by **GOOD YEAR**



America wakes up to

THE NEW SLEEP

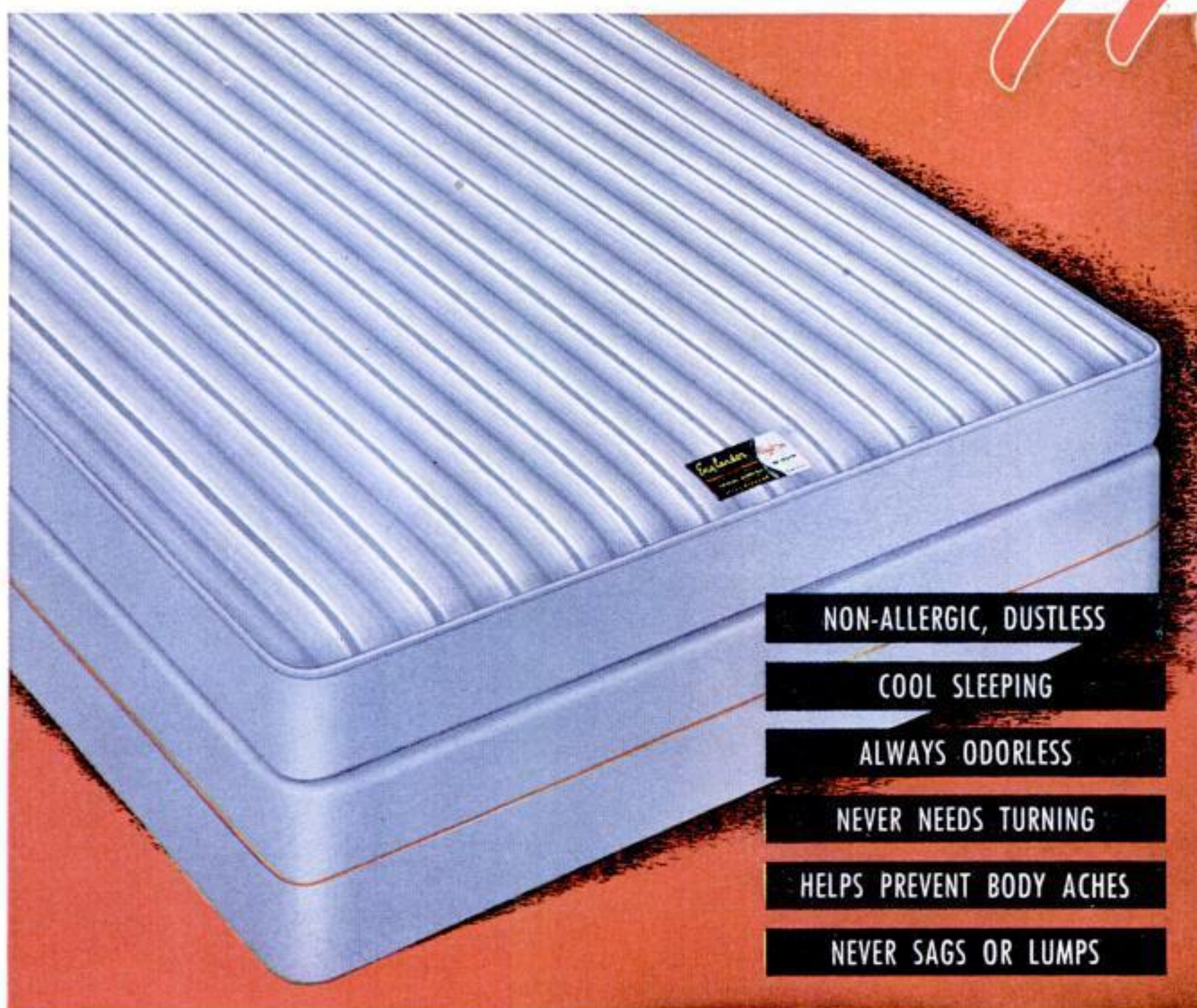


ON AN

Airfoam
MATTRESS

WITH A RED-LINE* FOUNDATION

— when used together — both
are guaranteed for **20 years**



NON-ALLERGIC, DUSTLESS

COOL SLEEPING

ALWAYS ODORLESS

NEVER NEEDS TURNING

HELPS PREVENT BODY ACHES

NEVER SAGS OR LUMPS

Also available in wood rose stripe

This is the wonderful new mattress that is sleeping the country! It's genuine Airfoam, yet it costs no more than a good innerspring mattress. That's because Englander and Goodyear teamed up to develop it—put their heads together to bring America a brand-new standard of sleep. And what glorious sleep it is! Airfoam's millions of tiny air cells cradle you, suspend you, soothe you into the soundest, sweetest sleep of your life.

An Airfoam mattress requires a special type of support that ordinary box springs just cannot provide. To fill this need, Englander engineers have designed a special foundation—the Englander Red-Line Foundation—made for Airfoam and only Airfoam. So scientifically matched are they that we guarantee them for 20 years against any defects in material or workmanship when used together.



All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a buoyant "uplift."

No other foundation works like this. Joined only through the middle by flexible steel bands, each spring in the upper half is free to adjust individually to every move. Lower part acts as a unit, supports body in the firm, healthful manner doctors recommend.



Englander
SLEEP PRODUCTS

★TM The Englander Company, Inc. *TM The Goodyear Tire & Rubber Company
© 1950, The Englander Company, Inc., Chicago, Ill.



“Aren’t women really franker than men?”

asked *ELSIE, the Borden Cow*

“Why not admit frankly that you’re not as young as you used to be, Elmer,” asked Elsie, “and give up the idea of entering the Businessmen’s Track Meet? You—”

“When I was a boy,” interrupted Elmer, “I was champion broad jumper of the Corn Cob League!”

“And when I was a girl,” smiled Elsie, “I won more dancing prizes than I could count. But I don’t go around giving folks the impression that I’m anything but what I am.”

“And what *are* you? A Borden salesman!” sneered Elmer. “What’s so exceptional about *that*?”

“The *exceptionally fine foods* I sell,” answered Elsie. “*Borden’s None Such Mince Meat*, for one. It’s the fruitiest, tastiest, most exciting mince meat that ever went into a pie.

“And no work for the pie maker,” continued Elsie, “Borden’s fixes, blends, and flavor-ages the delicious ingredients according to an old, *old* New England recipe. So—”

“Aw, have a heart!” wearily moaned Elmer. “I’m tired.”

“What you need,” soothed Elsie, “is a big cup of good, old-fashioned coffee—*Borden’s Instant Coffee*. Just

a second, till I measure Borden’s Instant into the cup and add hot water. . . . There! . . . Did you ever taste more delicious coffee?”

“If I must be frank, *no!*” grugged Elmer.

“And I’ll be just as frank with you,” cooed Elsie. “You get as many cups from a jar of Borden’s Instant as you do from a pound of ground! And Borden’s costs up to one-third less.”

“Frankly,” applauded Elmer, “that’s not bad.”

“Frankly,” chirped Elsie, “*if it’s Borden’s, it’s GOT to be good!*”



Borden’s None Such—tastiest Mince Meat ever to fill a pie!

“It’s made with *twenty-one* selected-quality ingredients,” says Elsie, “and flavor-aged according to a time-honored New England recipe. DO try it in your very next pie! Comes in condensed or ready-to-use form. And for perfect pie crust mix, use Crustquick* or your favorite brand.”

*Trade-mark of General Mills, Inc.



Enjoy old-fashioned good coffee and save up to $\frac{1}{3}$!

Here’s how! Borden’s Instant Coffee is 100% pure percolated coffee, concentrated in powder form. And every regular-size jar gives you as many cups as one pound of ground coffee. Yet, Borden’s costs up to $\frac{1}{3}$ less! For real economy and goodness, switch to Borden’s Instant Coffee today.

Fun with Food

by *Elsie the Borden Cow*

SPOOK HATS FOR HALLOWEEN!

Cut out centers of devil’s food cupcakes and fill with creamy new LADY BORDEN BUTTERED PECAN ICE CREAM. Top with scooped out cake centers.



Spook Hats are fun and twice as wonderful because they’re made with LADY BORDEN BUTTERED PECAN. It’s so nutty and mellow! So creamy good! Lady Borden Ice Cream is Borden’s best!

CUTTING REMARK: Rinse a sharp knife in *hot* water and you’ll be able to cut a frosted cake much more smoothly.



I’M SIMPLY POPPING with dandy dessert ideas this month! Here’s a heavenly one—different, delicious, divine.

Serve BORDEN’S MILITARY BRAND CAMEMBERT CHEESE with fresh fruit, or with warm, crispy crackers. This finest of fine cheese is so mild, so delicate; and cheese for dessert makes a big hit with men!



Special note: Be sure that you serve Camembert at its best—at room temperature.

CRUMB-Y TRICK: Next time you need bread crumbs for a recipe, try this: Toast bread to golden brown. Grate toast on coarse grater. They’ll be all ready to sprinkle.

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IF IT’S
BORDEN’S
IT’S GOT TO BE GOOD!

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CONTENTS

THE WEEK'S EVENTS

CANDIDATES STRAIN FOR VOTES IN THE HOME STRETCH	29
EDITORIALS: ACT OF FAITH	34
NEWS FOR THE KIDDIES	
RUBBERS MARK A PEDESTRIAN'S LAST STEP	35
CAMERA RECORDS A COMBAT JUMP	
TEXT AND PHOTOGRAPHS BY HOWARD SOCHUREK	36
CHICAGO BURIES BOSS KELLY	40
IKE SEES A MAN ABOUT A JOB	42
FREEDOM RINGS IN BERLIN	47
CZECH CARTOONIST SWITCHES WARMONGERS	55
JAPANESE PAINTS RECORD OF YEARS IN SIBERIA	65
WOUNDED SOLDIER COMES HOME UNANNOUNCED	77
JOLSON'S DEATH ENDS CAREER OF HALF A CENTURY	115

PHOTOGRAPHIC ESSAY

THE CONNECTICUT RIVER	123
PHOTOGRAPHED FOR LIFE BY MARGARET BOURKE-WHITE	

ARTICLES

THE WAR MEMOIRS OF WINSTON CHURCHILL, VOLUME IV, PART III	90
SEVEN DEADLY SINS OF THE AIR, by JOHN CROSBY	147

SPORTS

LIPIZZANS COME TO THE U.S.	58
FOOTBALL SCOUTING PAYS OFF IN YALE-CORNELL GAME	141

EDUCATION

PURDUE BULLDOG GETS BOUNCED	69
-----------------------------	----

MOVIES

"MAD WEDNESDAY"	85
-----------------	----

NATURE

WOOLLY BEAR PROPHESES ANOTHER MILD WINTER	109
---	-----

SCIENCE

WORLD'S HOTTEST FURNACE	136
-------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	11
SPEAKING OF PICTURES: SOME LEWIS CARROLL PHOTOGRAPHS ARE REDISCOVERED	22
LIFE GOES TO THE STARBUDS' REVUE	160

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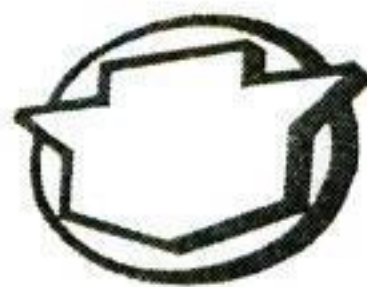
LIFE'S COVER

One of the youngest entrants in this week's National Horse Show is 14-year-old Cary Latimer. Cary first got on a horse at 3 on her grandfather's farm in Cartersville, Ga., has since acquired more than 100 ribbons and 25 trophies, as well as nine brood mares, 18 colts and three show horses of her own. In her New York debut she will ride in a hunter class on one of Liz Whitney Person's horses and in a three-gaited class on one of her own. On the cover she wears the habit which show traditions insist must be worn for a three-gaited class in the evening. On page 62 she shows other clothes she wears in show.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—MILTON GREENE	65, 66, 67—COURTESY MISAO AMANO
11—PAUL MONTELL FOR GULF PARK COLLEGE	63 THROUGH 72—FRANCIS MILLER
22—RT. THE GERNSHEIM COLLECTION—BOT. THE MORRIS L. PARRISH COLLECTION, PRINCETON UNIVERSITY LIBRARY	77, 78, 79—LOOMIS DEAN
23—THE GERNSHEIM COLLECTION	85 THROUGH 88—RKO RADIO PICTURES, INC.
24—THE GERNSHEIM COLLECTION	90, 91—WALTER A. CURTIN BY PERMISSION OF THE TRUSTEES OF THE NATIONAL MARITIME MUSEUM, GREENWICH
29—CARL IWASAKI	92—AUTHENTICOLOR BY LAVELLE CRANDALL PAINTED FOR WEST POINT BY THOMAS E. STEPHENS
30—LT. CARL IWASAKI; MAP BY FRANK STOCKMAN—IDA WYMAN—FRANCIS MILLER	93—THE IMPERIAL WAR MUSEUM
31—MAP BY FRANK STOCKMAN—THOMAS D. McAVOY—FRANCIS MILLER; RT. WALLACE KIRKLAND—BERNARD HOFFMAN	94, 95—MARGARET BOURKE-WHITE—20TH CENTURY-FOX
32—ELIOT ELISOFF, JERRY COOKE—NEW YORK DAILY NEWS—LISA LARSEN, GEORGE SILK	97—SAMMY SCHULMAN FROM INT.
33—LISA LARSEN	98—WALTER A. CURTIN COURTESY WINSTON S. CHURCHILL—LARRY BURROWS
35—HARRY BEFUS FOR THE CALGARY HERALD	99—LARRY BURROWS
36, 37, 38—HOWARD SOCHUREK	102, 106—THE IMPERIAL WAR MUSEUM
39—HANK WALKER	109, 110—KOSTI RUOHOMAA FROM B.S.
40, 41—MYRON DAVIS—MYRON DAVIS, WALLACE KIRKLAND, MYRON DAVIS—ARTHUR SHAY EXC. FAR LT. WALLACE KIRKLAND	115—INT.—JOE SCHERSCHEL
42—GEORGE SKADDING	116—THE ALBERT DAVIS COLLECTION—IRVING KLAU—INT.
47—CHARLES STEINHEIMER	118—ERIC SCHAAL—ACME—A.P.
48—CHARLES STEINHEIMER—INT.	123, 124, 125—MARGARET BOURKE-WHITE
50—ACME	126, 127—MARGARET BOURKE-WHITE EXC. DRAWING BY A. LEYDEN-ROST
55—F.C.I.	128 THROUGH 133—MARGARET BOURKE-WHITE
56—EASTFOTO, ACME—WALTER SANDERS, ACME—A.P., CZECHOPRESS—EASTFOTO, SPORT & GENERAL FROM COMBINE	136, 137, 138—HOWARD SOCHUREK
59—RALPH MORSE	141—MICHAEL ROUGIER—HAROLD LOVELESS FOR PHOTO SCIENCE SERVICE OF CORNELL UNIVERSITY
59—RALPH MORSE—CHARLES STEINHEIMER	142, 143—T. MICHAEL ROUGIER; BOT. BILL FICKLIN PHOTOS
60, 61—LT. CHARLES STEINHEIMER—O. V. W. HUBMANN—CHARLES STEINHEIMER	144—DIAGRAM BY ANTHONY SODARO—ACME—DIAGRAM BY ANTHONY SODARO—BILL FICKLIN PHOTOS
62—MILTON GREENE	147—BOT. W.W., JOHN DOMINIS, ACME
	150—RALPH MORSE
	154—W.W.
	160 THROUGH 164—RUTH ORKIN

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When performance becomes the sole measure of value, Florsheim quality becomes the common sense choice of the men of America. Experience has proved that Florsheim Shoes look better, wear longer, and cost less —by the month and by the mile. Today's Florsheim Shoes are the finest ever; today's Florsheim pledge is that they will continue to be.

Florsheim Shoes



The COASTER, S-946, in Heather Calf

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

Not just bigger—this **19"** RCA VICTOR has **MILLION PROOF** quality!

PROVEN IN OVER A MILLION HOMES

America's choice in television is overwhelmingly *RCA Victor*. That's the kind over a million families chose for their homes—and *that's* strong proof, *Million Proof*, of quality!

The bigger the picture, the more important to you is RCA Victor's Million Proof quality. Unless a set is built to the highest standards, its faults are magnified as the screen is enlarged.

RCA Victor—with experience gained from producing over a million TV receivers—has developed the finest picture quality in its history. New, extra-powerful TV circuits give you the best possible reception—*anywhere*.

The York, shown here, is RCA Victor's newest table model—one of the eighteen superb new Million Proof sets. The matching base, at slight additional cost, gives it the appearance of a luxury console and offers convenient storage space for records and a "45" automatic record changer which can be plugged right into the TV set. See—compare—at your RCA Victor dealer's.

And *only* when you buy RCA Victor television can you buy the RCA Victor Factory-Service Contract.



RCA VICTOR

York

Model 9T57 Million Proof
table model with 19-inch
tube—pictures almost twice
the size of this whole page!

**NATIONAL
RADIO and
TV WEEK**
Oct. 28 to Nov. 4



Watch "Kukla,
Fran and Ollie"
Mon.-Fri., 7:00 p.m.
New York time over
your NBC station.

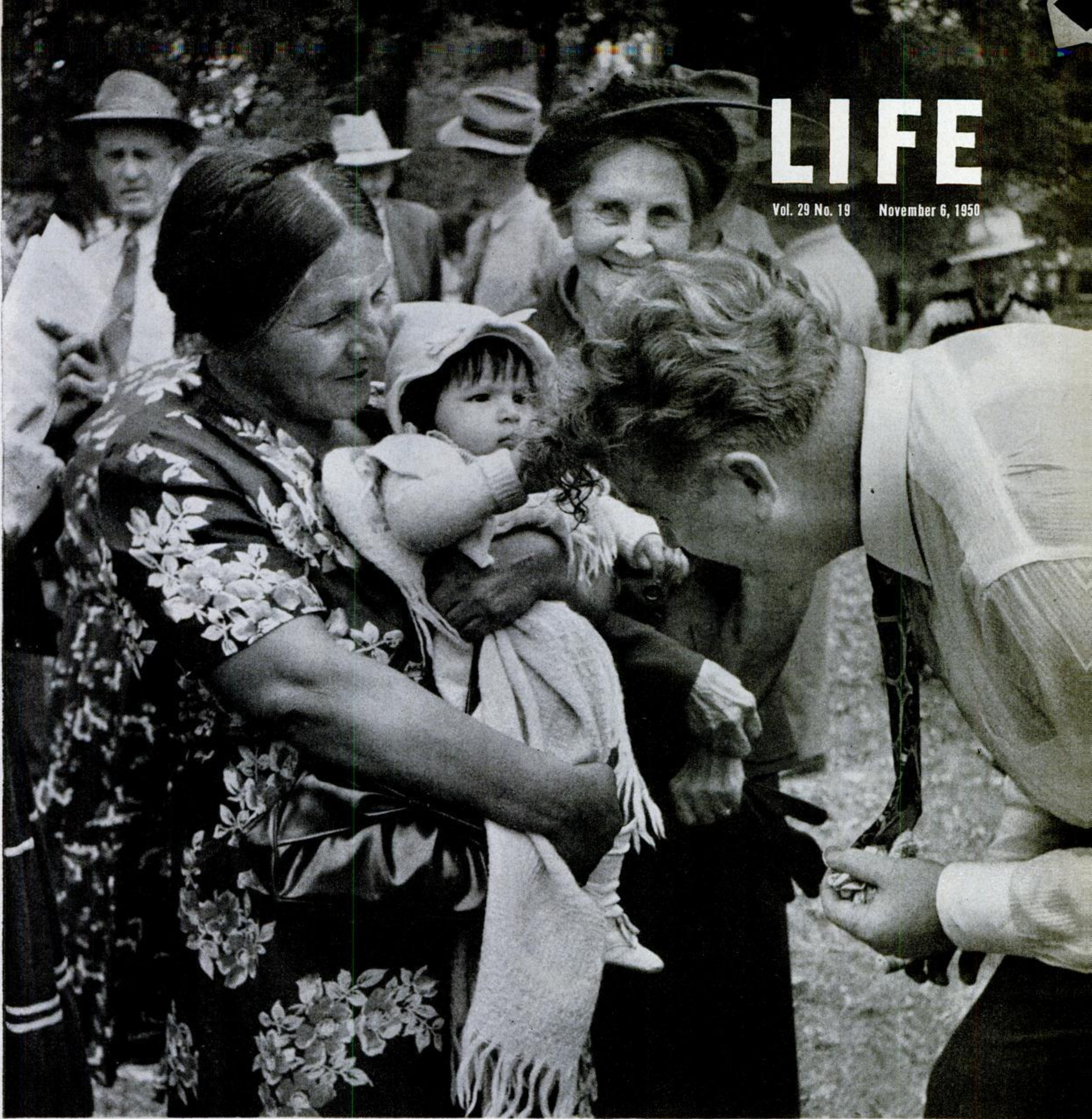
Giant, 19-inch television—but NOT a big, bulky cabinet. The York is only 23¼" high, 24¼" wide, 25" deep. Walnut and mahogany finish at the same price, limed oak slightly higher. Matching Consolette Base is optional extra.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO . . .

FIRST IN RECORDED MUSIC . .

FIRST IN TELEVISION



AT ANADARKO, OKLA. THE G.O.P. SENATE CANDIDATE, THE REV. BILL ALEXANDER, WOOS A BIG VOTING BLOC BY LETTING AN INDIAN BABY PULL HIS HAIR

THE HOME STRETCH CANDIDATES STRAIN FOR EVERY VOTE AS TRUMAN RECORD GOES TO PEOPLE

On the eve of Nov. 7, the payoff date in that uniquely American institution, the off-year election, politicians showed they had learned something from the great surprise of 1948. Never had they courted the notorious "silent voter" so anxiously. In Oklahoma, Republican Senatorial Candidate Bill Alexander (*above*) was busy winning the approval of squaws by admiring their papooses. And in Illinois Democratic Senator Scott Lucas strove to convert farmers by opposing the Brannan Plan, which started

out as a Democratic cure-all for agriculture.

The 1950 issues had changed with the seasons. Last spring Senator McCarthy's charges of State Department Communism stoked the fires of public opinion. Then came Korea, and the Republicans dropped the Communist issue to howl for the scalps of Acheson and Johnson. Truman fired Johnson, the Korean war was won, and Democrats were glad to take credit.

Nonetheless it was fairly clear what U.S. voters had to vote for—or against. The issues were

dinned into them in Ohio and Colorado, where two of the G.O.P.'s top Senate brass were fighting for their lives: 1) is the Fair Deal good for the U.S.? and 2) is the Truman Administration hard-boiled enough to follow through on the nation's foreign policy? But after 1948 nobody—even the party spokesmen—seemed eager to get out on a limb concerning the result. One exception was Harry Truman, who made a reputation as a formidable though biased forecaster in 1948. His prediction: a Democratic landslide.



MONRONEY DROPS BY RIG TO VISIT DRILLERS

OKLAHOMA In a dry state tongues clucked over an attack on Democratic Senatorial Candidate Mike Monroney (above). Supporters of his opponent, the Rev. Bill Alexander, circulated a description of the fancy cocktail glasses in Monroney's home. Monroney ignored the issue.

BOTH PARTIES MAKE CONSERVATIVE FORECASTS



DEMOCRATIC FORECAST

- SEAT PARTY EXPECTS TO RETAIN
- ▨ SEAT PARTY EXPECTS TO GAIN
- ? SEAT WHERE ISSUE IS IN DOUBT

To win control of the 82nd Congress the Republicans must make a net gain of seven seats in the Senate and 46 in the House. The Republicans would be delighted just to take the Senate. But the map shown at right, based on their own unofficial calculations, shows the Republicans are not banking on a landslide. The Democrats, whose Senate forecast is shown at left, naturally hope to increase their majority.

But the election or defeat of candidates identified with Truman will affect the next Congress as much as the statistics on party membership. If the Republicans defeat Democratic Senate Whip Francis Myers in Pennsylvania (as seems



NIXON CLASPS HANDS IN PRAYERFUL ATTITUDE

CALIFORNIA The Republican senatorial nominee, Representative Richard Nixon, is anti-Fair Deal. The Democratic nominee, Representative Helen Gahagan Douglas, is pro-Fair Deal, and the issue was that simple. Nixon, who dug up much of the evidence in the Alger Hiss



MRS. DOUGLAS UNWITTINGLY MOCKS OPPONENT

case, hammered away in every speech at Communism in the government; that was what his audiences liked to hear. Mrs. Douglas retorted, "The way to fight Communism is to make democracy work," and charged the Republicans—and Nixon—with moral bankruptcy. But Nixon remained the favorite.



DIRKSEN DECRIES THE PASSING OF NICKEL COKE

ILLINOIS The Administration was putting its biggest push behind Senate Majority Leader Scott Lucas. His job had kept him in Washington and he had a lot of time to make up. For two years Everett Dirksen, former congressman, has been campaigning against him, belaboring the Fair



AND TRIES TO CHEER UP SOME AGING VOTERS

Deal for pushing inflation, socialism and a wrong-headed foreign policy. "To be wrong is a career," he cracks, "especially in the State Department"—and has drawn blood with his attack. In addition to opposing the Administration's farm policy, unpopular with Illinois' prosperous farmers, Lucas also voted



AT TAMMANY MEETING Boss Carmine DeSapio (*seated, left*) listens as Democratic Mayoralty Candidate Pecora delivers a pep talk to women leaders.



AT CITY PRISON men picked up after Impellitteri ordered arrest of "known hoodlums" leave wagon. Arrests caught no underworld big shots, only small fry.



AT REPUBLICAN RALLY Candidate Corsi, who can win only if Pecora and Impellitteri split evenly, beams as his maid, Virgie Clark, exhorts a street crowd.

The Home Stretch CONTINUED



MARCANTONIO scans speech in Madison Square Garden dressing room before his appearance at rally.

"IMPY" IS NEW YORK SURPRISE

In New York City, which has a larger population than all but three states, the campaign was the best show since the late Mayor LaGuardia ran burlesque out of town. On one issue three major parties—Republican, Democratic and Liberal—were agreed. They backed James Donovan (*below*) in New York's polyglot 18th District to beat the A.L.P.'s Vito Marcantonio (*above*), whose congressional speeches follow the Communist line right out the window. But the big fireworks were going off in the mayoralty race. Vincent Impellitteri, who became acting mayor when William O'Dwyer resigned, wanted the \$40,000-a-year job for keeps and was conducting an amazing campaign on the "Experience Party" ticket. He was backed by four ex-Tammanyites anxious to take city patronage from Tammany Chief Carmine DeSapio, who was backing Democratic-Liberal Candidate Ferdinand Pecora. Last week the once cocksure Democrats were scared to death of "Impy," who had made the most of a large personal following and corruption in New York's police department (*LIFE*, Oct. 9). A New York *Daily News* poll gave him more votes than Pecora and Republican Edward Corsi put together. To forestall election day "persuasion," Impellitteri ordered his new police commissioner, Tom Murphy, to round up all vagrants.



MARCANTONIO'S OPPONENT, James Donovan, in hearing distance of an A.L.P. clubhouse, blasts rival as Moscow agent. Last week he was favored to win.

AT HARLEM THEATER OPENING IMPELLITTERI FLASHES BEST CAMPAIGN GRIN →



ACT OF FAITH

A WAR WE APPROVE OF

The insurance people have now established that married women live longer than spinsters—which makes it unanimous, because it has been known for a long time that married men live longer than bachelors. We consider this the final answer to James Thurber, an unchivalrous and unromantic author who believes that the genders are annihilating one another in what he calls "The War between Men and Women." Can't be much of a fight, if the warriors live longer than the water boys.

YOU CAN GET TIRED OF ANYTHING

A Miss Gussie Moran has just started her professional tennis career—and has started it very ineptly by the standards of the purists who believe that a tennis player is supposed to be able to play tennis. Miss Moran, as you probably know, is not nearly so famous for her forehand as for what hangs on her clothesline. There was a time, we suppose, when all of us were momentarily delighted that Miss Moran had introduced lingerie to Wimbledon—not so much for the sake of the lingerie as for the effect on Wimbledon's rather frozen face. But the device has gone through so many repetitions, involving everything from lace to leopard spots, that we now feel about Miss Moran as we do about a shop window which booby-traps the way between our office and the subway. We personally have never been able to pass the window, which seems to be composed entirely of nylon and the foam from champagne, without staring straight down at the sidewalk pavement. Apparently everybody feels the same way, because the only people we ever saw pressing faces against the windowpane were two young sailors who cannot have been more than 15 minutes into their first shore leave. If you can really play the game, Gussie, you will have to prove it to us in flannels. Enough of this modeling. Tennis, anyone?

Partly because we were much too starry at the start, most of us have been writing off the United Nations as just another noble experiment. But the U.N. is far from dead and indeed—as the *New York Times's* capable Anne O'Hare McCormick observed in a speech last week on the fifth U.N. birthday—may have "just begun to live."

The big thing right now at U.N. is that the U.S., Britain, France and a majority of all the other nations are putting through a plan which will enable a U.N. police force to act against aggression, as it did in Korea, over the objections of any single U.N. member. The police force will be at the command of the 60-nation General Assembly, where a two-thirds majority rules and no veto is permitted, in any case where the Security Council fails to agree. In a way this is just a slick political trick, such as might have been dreamed up by a bright Chicago ward heeler, to get around the veto provisions which are implicit in the U.N. charter and have been used by Russia *ad nauseam* in the Security

Council. But in another and more important way it is a great act of faith.

Five years ago the thought of submitting to the will of the majority in a world organization was just as alien to U.S. diplomacy as to Russian. In fact every great power wanted the veto, just in case, even though none of them was so vocal about it as the Russians. Today that has changed. The U.S. is now saying that it has no ambitions to use its strength for anything except to achieve world justice, which is certainly true, that it no longer has any doubt that an overwhelming majority of nations can be trusted to vote on the same simple and decent principle—and that Korea proved there is strength in union. The Russians, who have a different idea of what power is for and what justice means, may not like it—but if the U.N. really manages to set up a world police force, Russia will have to take it. Unless everything blows up in the near future you will be hearing a lot more about the U.N., which has become a very lusty infant.

NEWS FOR THE KIDDIES

Okay, children, so your daddy did lead a quaint and barren youth, back in the days before we had television and there was nothing on the radio except the Coon-Sanders band and a comedy team called Sam 'n' Henry. But daddy had something you haven't got. In those days it was easy to laugh, and the oldtime movie theater was a temple of joy. You have probably read about it in James Agee's article called *Comedy's Greatest Era* (*LIFE*, Sept. 5, 1949). Now you can see for yourself. The new Harold Lloyd movie, *Mad Wednesday*, reviewed on pages 85-88 of this issue, is of the stuff that daddy used to laugh at—refined, rebottled and fitted with a sound track, but of the vintage nonetheless.

There are wonderful things in *Mad Wednesday*, things that people under 30 have unfortunately been denied. There is a whole reel of the football game from Lloyd's 1925 silent movie, *The Freshman*, full of the fine, forgotten suspense about the inevitable—which, as Mr. Agee noted, was one of the tricks of the silent comedies. Lloyd, the water boy, the bench-warmer, finally gets into a game. You know, of course, that he will make the winning touchdown. But how? A forward pass falls by ridiculous accident into his arms; you relax and say, "Oh." But, no, that isn't it; he is tackled in his tracks. Through another mad and inspired accident he finds himself holding the ball again, with the road wide open to the goal line. But that isn't it either. A boy in the grandstand blows a whistle; Lloyd thinks it is the referee and slams the ball down in disgust on the two-yard line. And then at last, just when you feel sure there can be no more possible devices, the touchdown happens, so that for the moment you are caught with all your defenses down and are shattered with surprise.

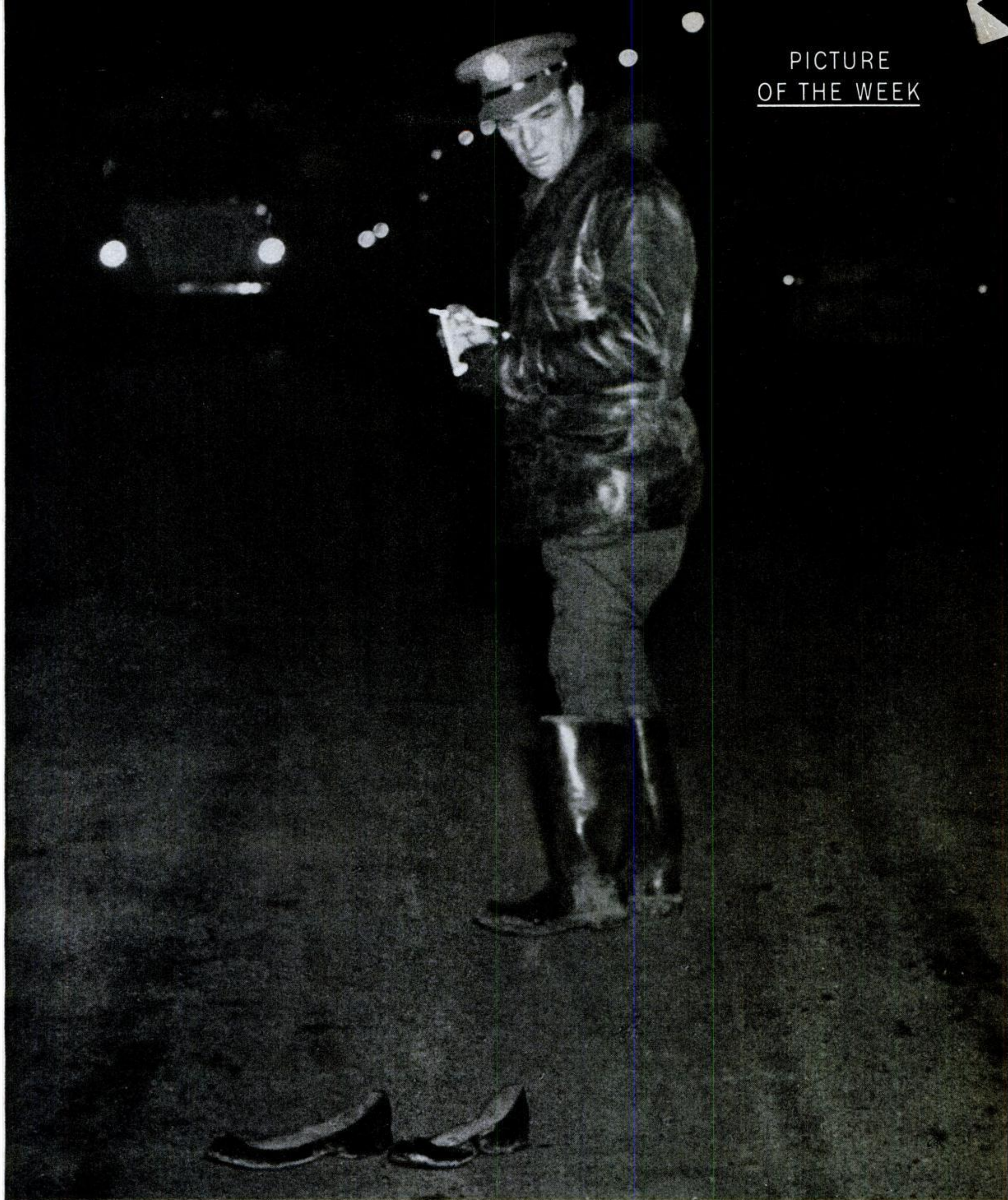
It took a brave man to start with this hilarious sequence and hope to top it, but Lloyd

was up to it and so was his writer-director, Preston Sturges. They have brought Harold Diddlebock, the hero of the ball game, up to the kind of burned-out middle-age that is the fate of so many young comets. They have sat him down to molder on a bookkeeper's stool and then once more—with a series of rich and fantastic inventions—they have rescued him again from oblivion just as he was rescued in youth on the football field.

The film has a wonderful parody of a platitudinous boss, who is only sorry that his old man left him the business instead of giving him the privilege of starting from the bottom. There is a delightfully reprobate horse-race fan who at the start is so broke as to be reading the day before yesterday's form sheet, which he considers better than no form sheet at all. There is Actor Edgar Kennedy, the late great master of the slow burn, who died before the picture was released and more's the pity, as an unforgettable bartender so scholarly in his art that he can use the word "vestal" when concocting the first drink for an apostate teetotaler.

And at the end there is even a topper for the previous high in vertiginous comedy, which was the business of hanging from a clock that gave daddy high blood pressure when he saw the 1923 Lloyd movie called *Safety Last*. In this case Lloyd starts by chasing a lion along a skyscraper ledge, gives you absolutely all you can stand of that sort of giddiness when he winds up suspended by one foot from a chain around the lion's neck—and then in true comic tradition uses this as just the opening bars of a prolonged and breathless exercise in theme and variations.

We hope a lot of young people go to see *Mad Wednesday*, and then quit sneering at us oldsters. Life didn't begin the day before yesterday, and there were some fine things even in the '20s.



THESE RUBBERS MARK A PEDESTRIAN'S LAST STEP

In Calgary, Alta. one night last month Jesse Porter, 70, an old-age pensioner who lived alone, was on his way home after having had dinner with some friends. It was a cold, foggy night, and on Center Street a light sleet was falling. Just as Porter stepped into the street, a delivery truck bore down on him. Because of the storm Porter did not see the truck, and the driver,

who police think must have been traveling about 60 mph, did not see him. When Traffic Constable Andy Gray arrived to make his report he looked incredulously as he saw Porter's rubbers still rooted to the road, right where their wearer had stood when he was hit. Porter's body, knocked out of the rubbers by the truck's blow, lay crumpled in the street 35 feet away.



SOCHUREK HAS CAMERA STRAPPED TO HARNESS

CAMERA RECORDS A COMBAT JUMP

LIFE's Howard Sochurek describes
paratroop drop into North Korea

With the Red army broken, there was another trick left in MacArthur's game—use of airborne troops. When they dropped Oct. 20, LIFE Photographer Sochurek jumped with them.

PICTURES AND TEXT BY HOWARD SOCHUREK

WHEN I joined the 187th Airborne Regimental Combat Team, at their bivouac area just off Kimpo airstrip, I found most of the companies were formed by a small corps of combat veterans filled in by 17- to 20-year-old newly enlisted youngsters. For the most part they had



SOME PARATROOPERS WORE REGULAR BOOTS

joined the airborne for the badge, the boots and the extra bucks. They were cocky, they were sure, but they had seen nothing of war. On Oct. 19 they got their orders: to jump in two separate drop zones about 25 miles north of Pyongyang, help the capture of the city, trap its defenders and try to rescue American PWs.

At 3 a.m. next morning I fell out into the company street. A cold and heavy rain hit us. The mood was right for the event. The road was bad, a typical Korean mud road in which we sometimes sank knee-deep. The man in front of me slipped in a posthole, came up dripping and cursing. In an hour we came on to the blacktop of Kimpo airport and saw the waiting herds of cargo cows, the Air Force's C-119s.

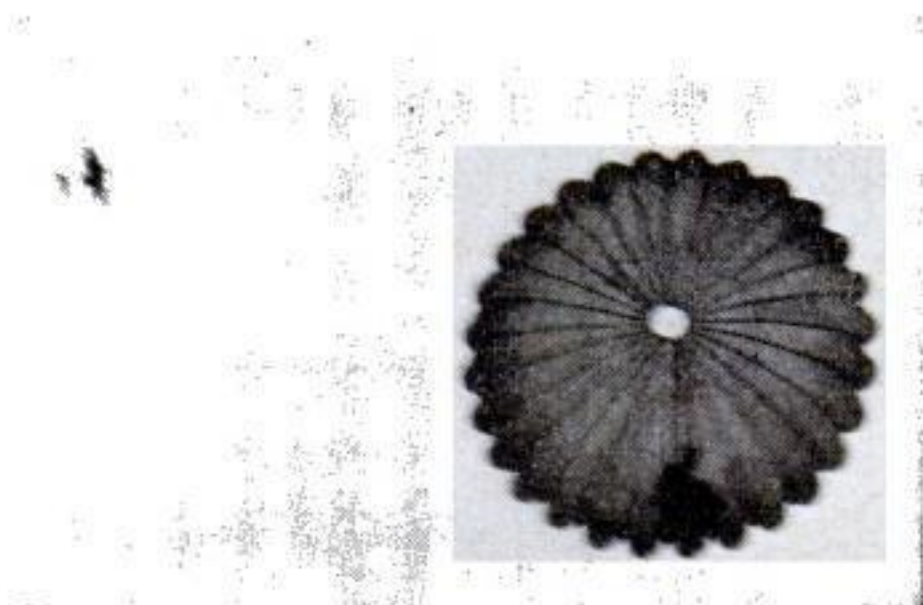
When we heard that there would be a three-hour delay caused by poor weather over Kimpo, a great feeling of ease crept over the waiting men as if they had been given a reprieve. With



IN PLANE MEN SLEEP, FIDGET OR JUST THINK

all of this time and new-found freedom I expected some deviltry to take place, but I found the men all strangely inarticulate, not wanting to speak. Most of them huddled together, some sleeping beneath the huge bellies of the cargo cows. My main concern was in placing my Japanese aerial camera in a position from which I could shoot while in the air. I had been warned that the shock as the chute exploded into bloom might cause any loose equipment to shatter my face. I sought out a rigger, a corporal wearing a little red baseball cap, who checked and double-checked my gear. Then I sat with this 130 pounds of equipment waiting for the take-off.

At noon the rain stopped, and the scud that hung above us started drifting south. We regrouped in the planes. The din on the airstrip as 80 C-119s checked their engines gave some confidence to those of us who were on our first combat jump. We flew westward to the sea, then north along the coast. Our plane held 42 men, 21 on each side. I looked over toward Major Mike Holland who was to lead the stick out



SOCHUREK PHOTOGRAPHED CHUTE ABOVE HIM

of the ship—I was to be second—and asked him what he was thinking about. "I'm thinking," he said, "of that ammo we had to leave behind so we could get this ship off the runway."

In 10 minutes we were over enemy-held territory. A youngster of 17 who sat across from me looked most surely scared to death. When I asked him, his comment was, "I got butterflies." An hour out, one of the boys got the call and everybody broke into laughter as he stood up to urinate, then passed the brimful container back toward the jump door.

Finally we got the "stand up and hook up" from Major Holland. A red light flashed on as I hooked my static line and snapped it tight.

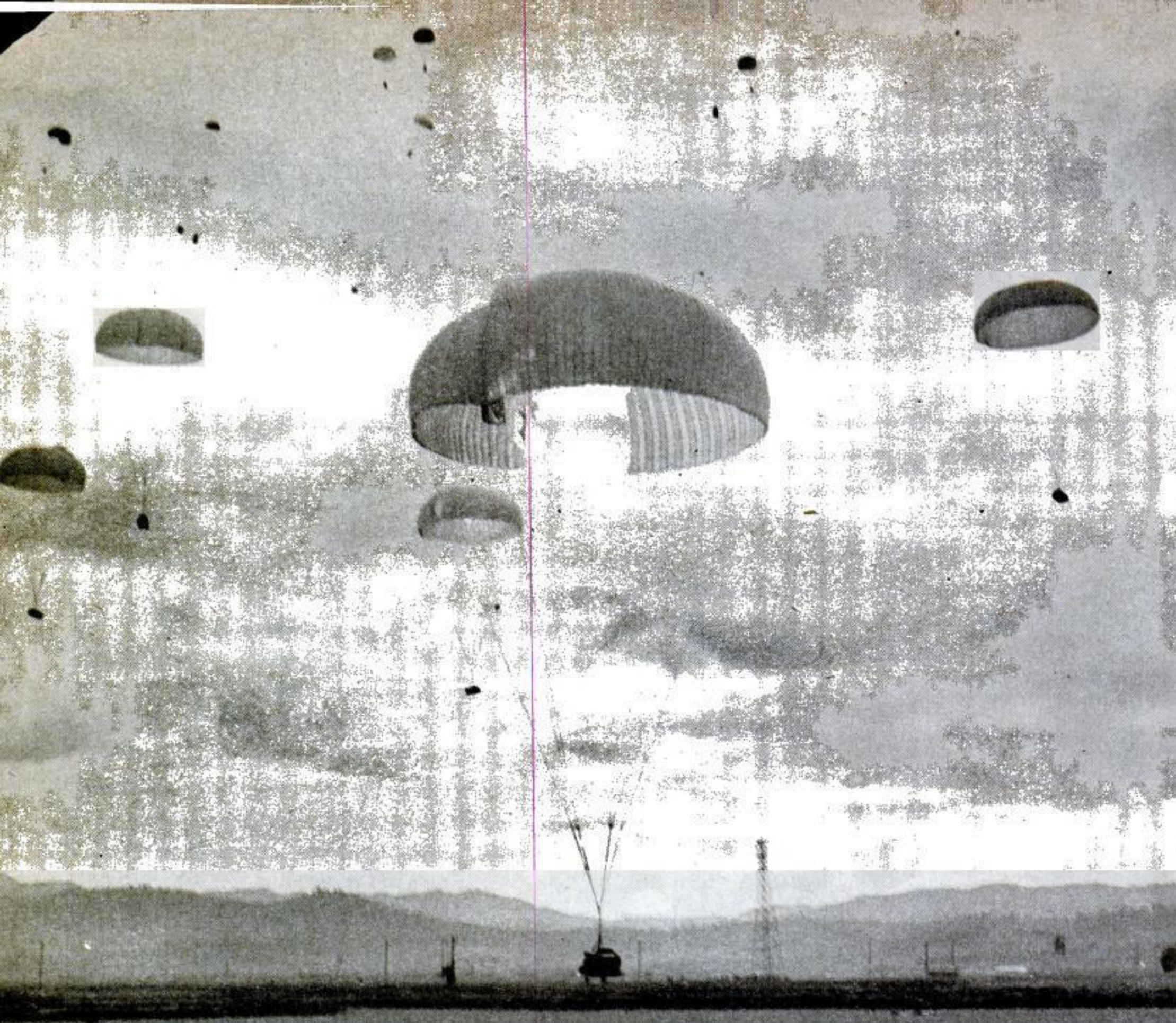


DROPPING TO THE EARTH, SOCHUREK CAUGHT

CONTINUED ON NEXT PAGE



THE SLANTING, SWAYING SPECTACLE OF THE JUMP INTO RED TERRITORY. THE TROOPS AT UPPER RIGHT ARE JUST BAILING OUT OF THEIR FLYING BOXCARS



RIPPED PARACHUTE STILL HOLDS ENOUGH AIR FOR PIECE OF HEAVY EQUIPMENT TO DROP SAFELY

Combat Jump CONTINUED

My body became numb, my palms moistened. At exactly 2 p.m. a green light popped on next to the red one, and I saw Holland hurtle from the door. I followed him without thinking, clutching my camera with my left hand, protecting my face with my right palm. Seconds later the opening shock of the chute jarred me. I threw my head back to see if my chute was functioning, then started shooting pictures madly. I heard the shouts of frightened North Koreans down below and the chatter of their burp guns, but they were firing wildly, for in the sector where I landed we met no enemy fire.

Fifty feet above ground I quit taking pictures and reached high on the risers of my chute. I thought of the advice that Holland had given me to relax, then to bend slightly in the knees and to keep my feet together. In the next instant I found myself breathless and on the ground. The nearest parachute that I could see was 65 feet from me, and I felt frighteningly alone. The boys in the first waves had already laid down a blanket of fire, at what I don't know. I thrashed around, got out of my harness, picked

up my cameras and ran toward an embankment to escape the heavy drop equipment of jeeps, howitzers and antitank guns scheduled to follow in 10 minutes.

We moved off the drop zone, a patrol out in front. Now and then a frightened North Korean



IRRIGATION DITCH MAKES FOR A WET LANDING

would creep from behind a stack of rice straw with hands high in the air. Groveling, most pleaded for their lives. Not all of them lived. Holland had said that his boys "like to fight." As I saw a man in civilian clothes running for his life mowed down by a BAR man, a sense of shame came over me. I heard the excited cry, "I got me a gook." A sarcastic voice, speaking for most of us, answered, "Aren't you proud?"

At 4:15 we reached the CP. Already ingenious GIs had latched on to native labor and I put the nearest able-bodied Korean to digging a long, deep hole. But my only protection from the cold, wet ground was a Marine poncho that Dave Duncan of LIFE had given me. I wrapped it about me and sought the security of that gravelike hole.



AFTER LANDING TROOPS CROSS RICE FIELDS

Another drop was scheduled for Saturday morning. In the drop zone I found a badly hurt lieutenant. A piece of equipment had crashed his main chute, his reserve chute had malfunctioned. He had fallen freely from 500 feet and broken his back. Of 4,064 men who were air-dropped, only 90 were listed as jump casualties.

Later I jeeped over east of Sukchon for the link-up between paratroopers and 1st Cavalry Division driving north from Pyongyang. I felt then that surely the war was close to being over as I saw this 6-mile-long tank column. In



A PARATROOPER WRITES END TO RED PREMIER

the village I found a corporal smearing the word "end" over a tattered portrait of Kim Il Sung, the North Korean premier.

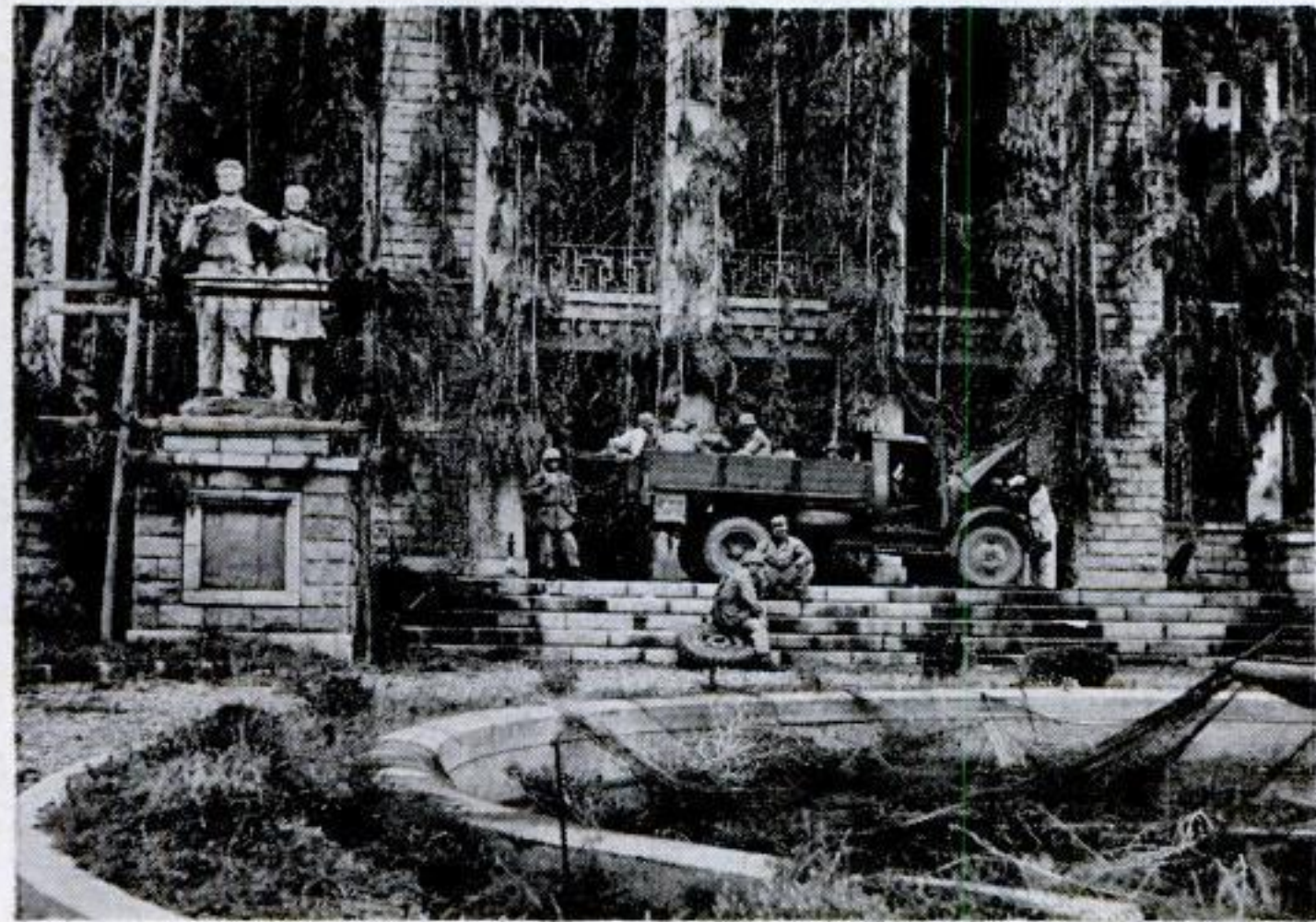
But the jump was a day late for one of its important objectives—to rescue American prisoners. I met Chaplain James A. Skelton of Hannibal, Mo. after he had returned from burying 75 American prisoners. He told me how, on the night of Oct. 20, only hours after the airborne troops had jumped, the prisoners had been herded from their prison train in groups of 15, then under the pretext of being fed were led to separate areas, blindfolded and shot. Of the 75 the chaplain was able to identify only 29, and even that was difficult, for the clothing of many of the boys contained as many as three dog tags on a single person. He told of the 20 men who had escaped this murder train, how they were hardly able to stand, of a small, rock-hard cracker that had been their only ration for weeks, of their bushmanlike appearance. One of the men who survived, upon seeing Chaplain Skelton, said, "Chaplain, we are glad you are here. Let's have a prayer." With the chaplain were two men. They carried the paper-wrapped personal effects of the 75 murdered Americans, which neatly filled two GI helmets.



U.S. PRISONERS' BELONGINGS fill helmets of paratroopers who arrived too late to save them.



HALTED DURING A MARCH, ROK TROOPS ARE DIVERTED BY THE SIGHT OF TWO LAUNDRY-LADEN NORTH KOREAN GIRLS WHO HAVE TO WADE THE STREAM



ROKS CHANGE TIRE AT RED PALACE WHOSE POND IS ALSO CAMOUFLAGED

IN THE WAKE OF WAR

Advancing Roks take prisoners and a Red palace

As U.N. forces poured on through North Korea, jamming the roads and the primitive wooden bridges, they left behind them the faded elegance of the Red puppets and the disillusionment of a country that had been sold on a bad deal. At Pyongyang the deserted palace of the Red premier, Kim Il Sung, stood absurdly shrouded in camouflage, filled with lavish furniture and portraits of Stalin, guarded on the outside by the formidable mockery of a youth statue cast from a stereotyped Russian mold. And huddled on the plains south of the Communist capital were some 1,800 miserable North Koreans who, ordered to attack the 1st Cavalry Division during the daylight hours, surrendered during the night instead.

NEAR PYONGYANG 1,800 RED PRISONERS SIT ON A FIELD GUARDED BY AUSTRALIAN SENTRIES. WOMAN (FOREGROUND) ROLLS BANDAGES FOR THE WOUNDED





SQUAD OF MOURNING POLITICIANS, photographed as Daumier might have drawn them, waits to enter cathedral. In first row: Senator Paul Douglas,

Illinois Governor Adlai Stevenson, Attorney General J. Howard McGrath (representing Truman), Cook County (Chicago) Assessor John Clark. In second row:

FUNERAL OF A BOSS

Politicians and flowers pile up to honor Chicago's Edward J. Kelly



MUSIC CZAR Petrillo (left) attends with Jake Arvey, Kelly's successor, and Mayor Martin Kennelly.

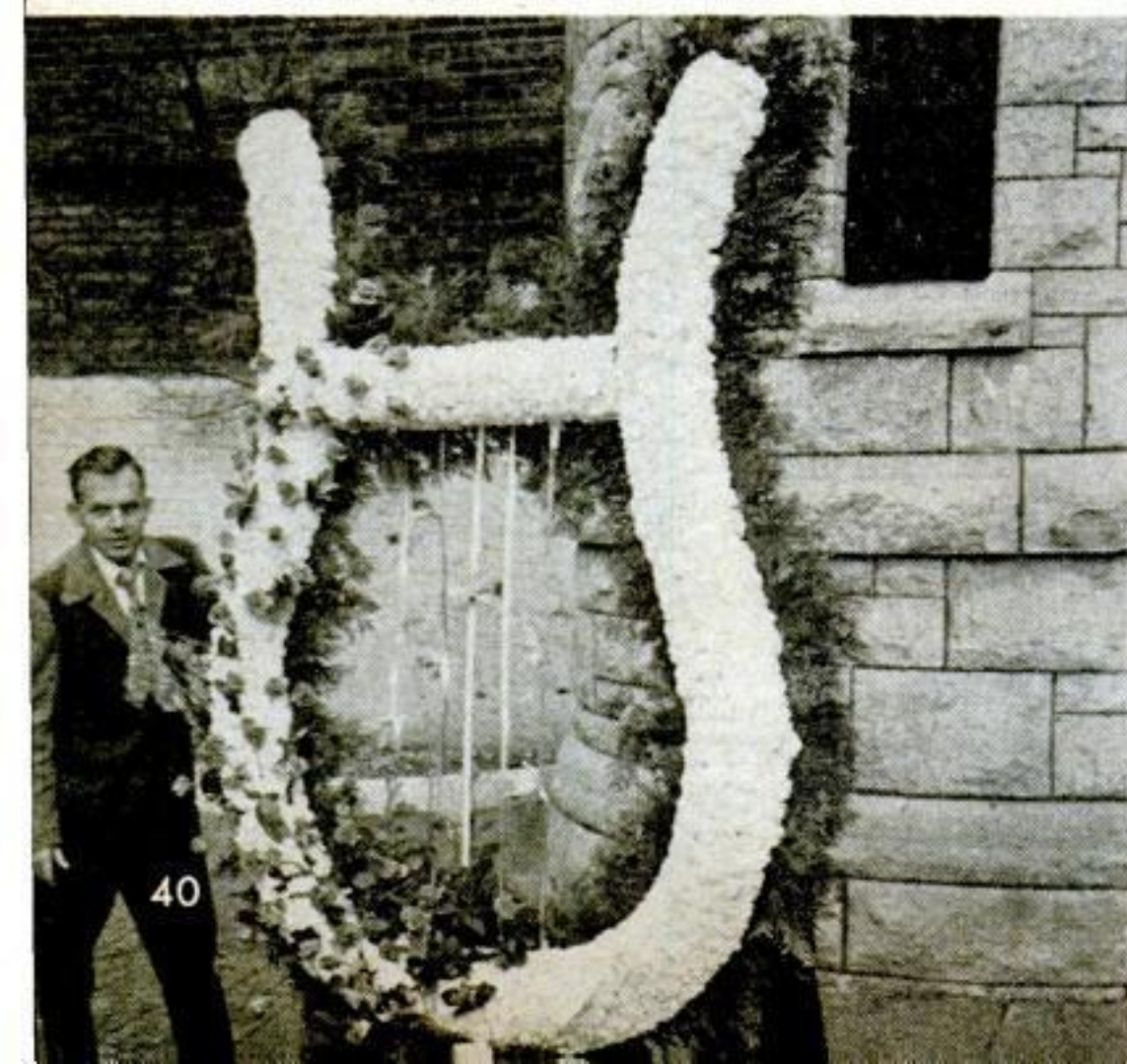
No doge of Venice ever had a more ceremonial burial than Chicago gave last week to Edward Joseph Kelly, 74, who rose from the slums to become the shrewdest of U.S. city bosses, a confidant of presidents and Chicago's Democratic mayor for 14 years. A cardinal gave his eulogy, President Truman sent an emissary, and a governor and a U.S. senator led a three-block line of men who had owed him personal allegiance.

When Kelly left school at the age of 12 to work, his mother had a word of advice: "Always keep neat and never drink out of someone else's beer can." In 1920, after studying engineering at night school and working his way up through ward politics, he became chief engineer of the Chicago Sanitary District—with the help of Republican Publisher Robert R. McCormick. There he met Patrick Nash, a sewer contractor who did a \$100 million business with the district.

The resulting Kelly-Nash machine grew powerful after Kelly became mayor in 1933. Kelly ruthlessly took control of city patronage and brushed off critics: "To be a real mayor you've got to be the boss." Though no great shakes as a political philosopher, Kelly was a brilliant organizer. At the 1940 convention he stationed his sewer superintendent in the basement to boom "We want Roosevelt!" over the convention's loudspeaker, a trick credited with assuring Roosevelt his third-term nomination. In 1944 he persuaded delegates to ditch Wallace and nominate Truman for vice president.

In 1947 Kelly retired and gradually let his lieutenant, Jake Arvey, take over. Though he was once indicted for graft and questioned many times about his wealth, he always kept himself financially neat. No one could prove that Ed Kelly ever drank out of anyone else's beer can.

FLORAL DISPLAYS AT THE FUNERAL INCLUDE A HARP FROM PETRILLO'S MUSICIAN UNION (LEFT), WREATHS FROM JUDGES, CARPENTERS AND CHICAGO WARDS.



Last week the military leaders of the North Atlantic Treaty nations, meeting in Washington, got down to business. The next thing that had to be done, they agreed, was to appoint a supreme commander at once. Thereupon, by what seemed like no coincidence at all, General Dwight Eisenhower turned up in Washington to visit President Truman.

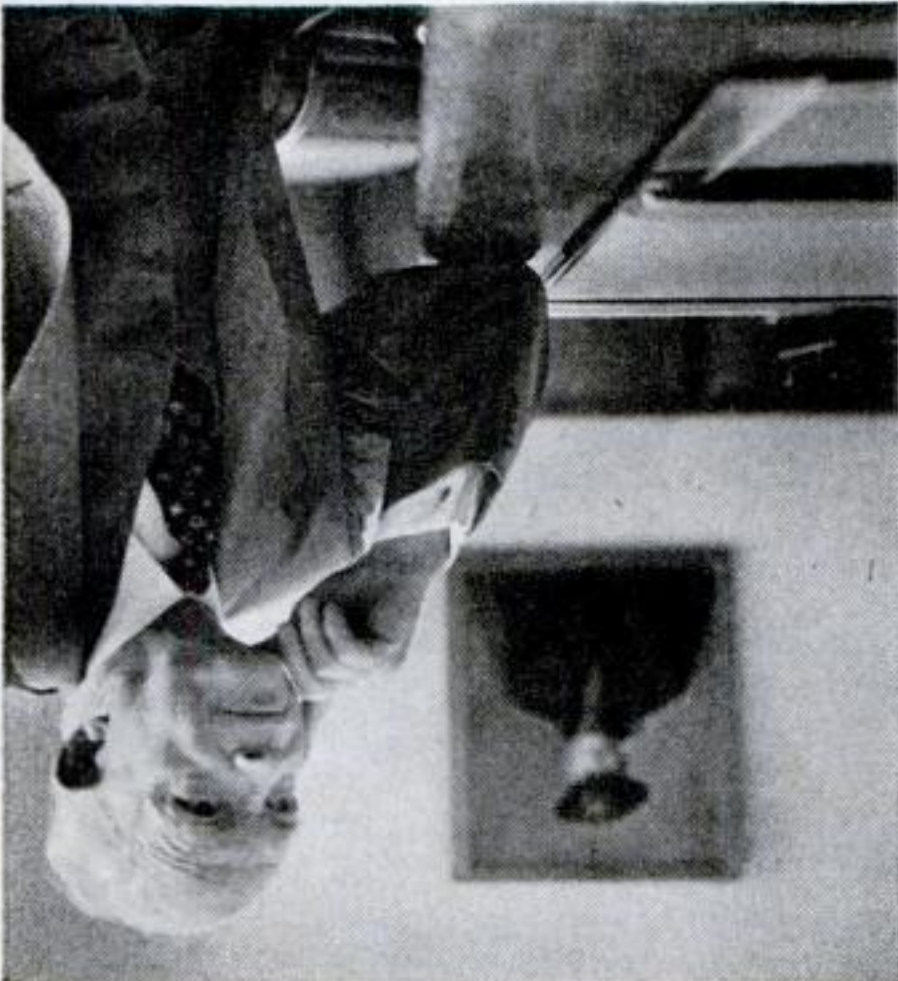
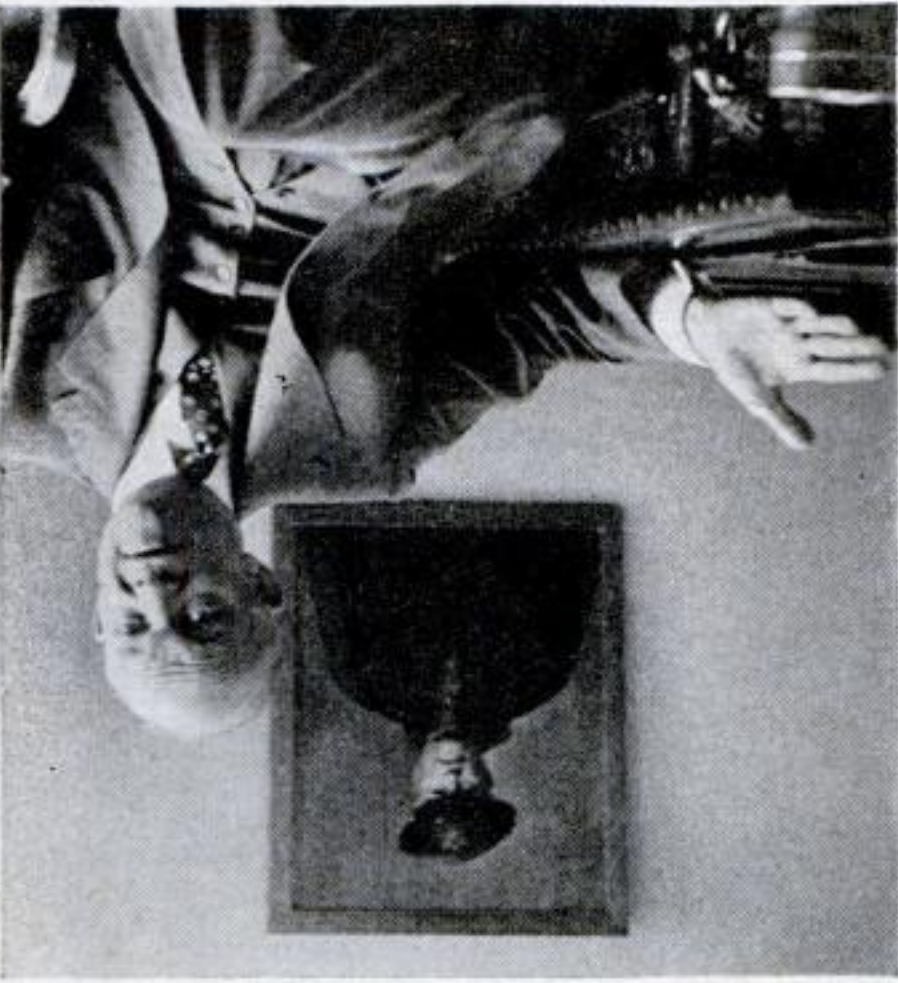
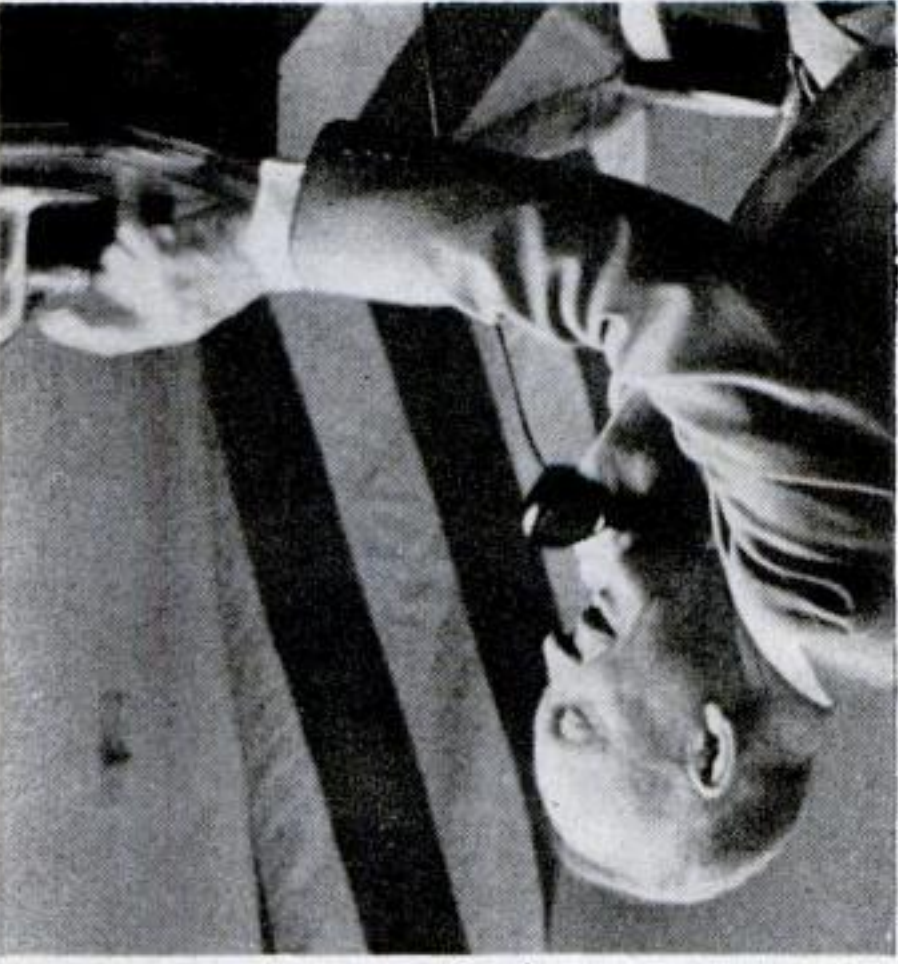
Dressed in a business suit, Eisenhower strode into the White House, talked briefly with Harry

Truman and strode out again to talk things over with old friends in the Pentagon. Eisenhower ducked questions as to whether he had been offered the job as the military leader of the NATO nations, said with a grin, "I am available for any job in uniform that the President asks." There was little doubt that it would still fit. (A picture of Ike in his old uniform can be seen on page 92.) There was also little doubt that he was the man the military leaders wanted.

IKE SEES A MAN ABOUT A JOB

Western Europe needs a supreme commander and he is "available"

AFTER SEEING HIS COMMANDER IN CHIEF, IKE WALKS HAPPILY DOWN THE WHITE HOUSE DOORSTEP



IN THE PENTAGON, General Eisenhower talks in an office underneath picture of General Pershing.



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"Make MY brand your brand
smoke **MILDER** Chesterfields"

Tyrone Power

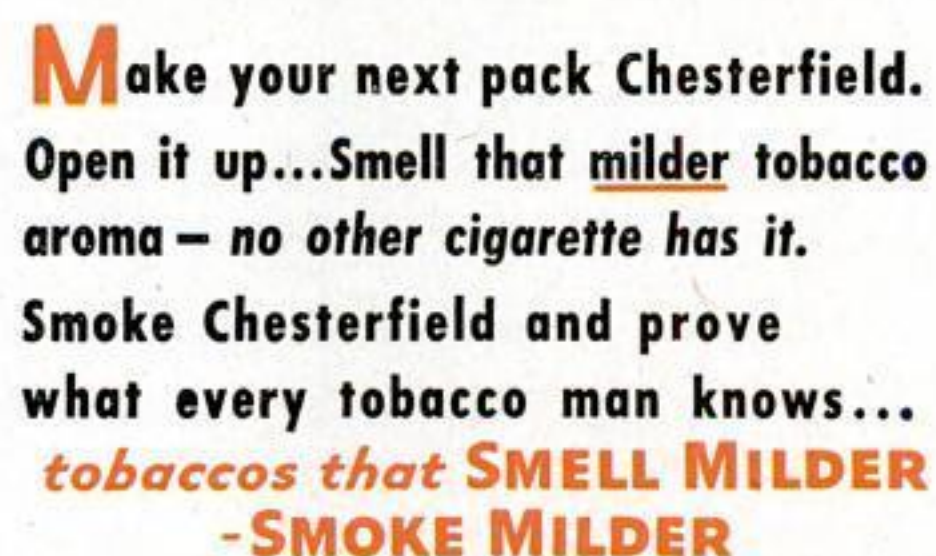
starring in "AMERICAN GUERRILLA IN THE PHILIPPINES"
a 20th Century-Fox Picture—Color by Technicolor

"Yes, Sir—Chesterfields
smell Milder and Smoke Milder!

PROVE THIS FOR YOURSELF."

says *Weldon B. Waller*

PROMINENT TOBACCO FARMER, DURHAM, N. C.



Make your next pack Chesterfield.
Open it up...Smell that milder tobacco
aroma—no other cigarette has it.
Smoke Chesterfield and prove
what every tobacco man knows...
*tobaccos that **SMELL MILDER***
-SMOKE MILDER



A *Always* **B** *Buy* **C** **CHESTERFIELD**

THE CIGARETTE THAT **SMELLS MILDER AND SMOKES MILDER**
AND LEAVES **NO UNPLEASANT AFTER-TASTE**

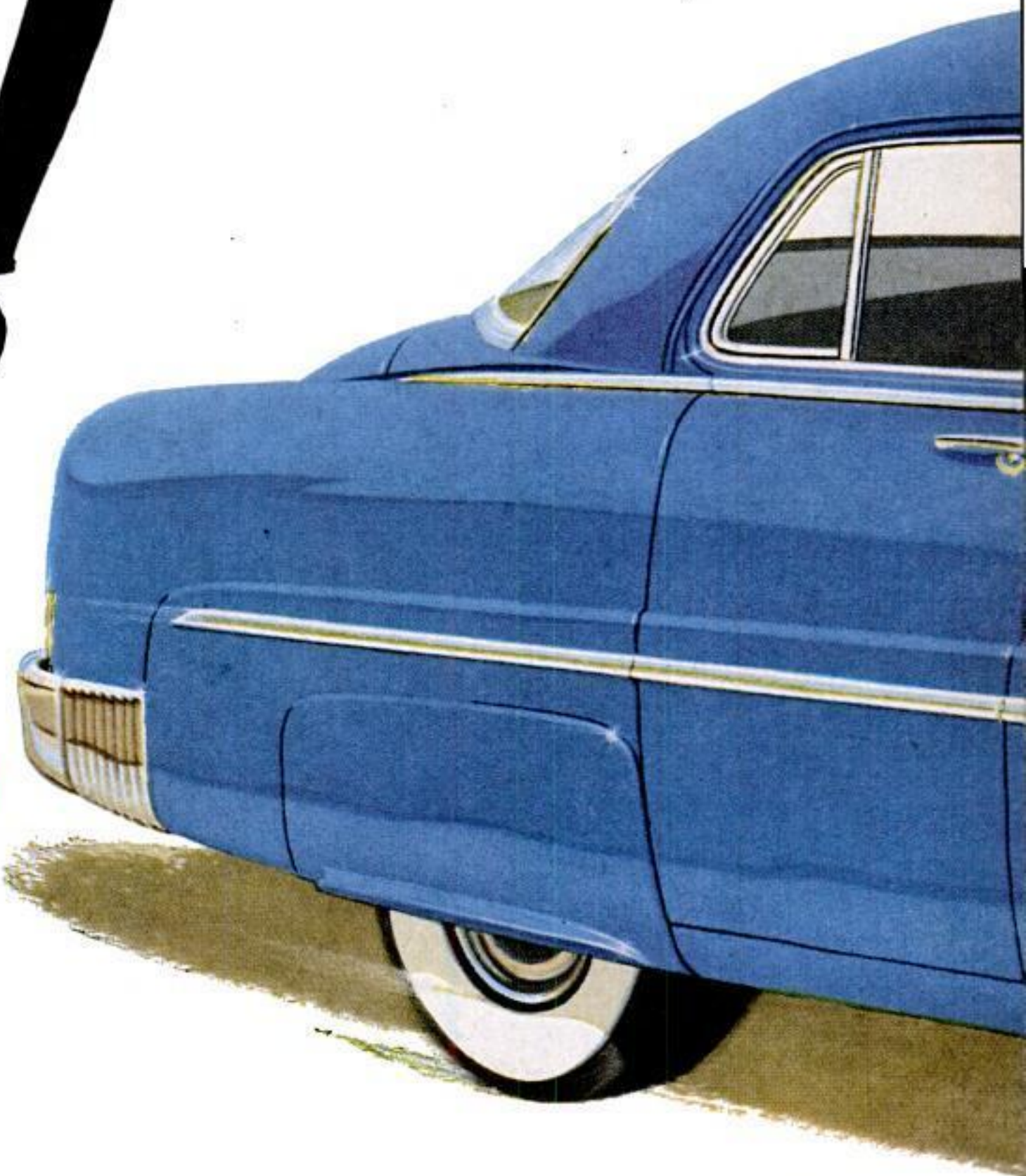
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New 1951

MERCURY

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From bumper to bumper, the new Mercury is a beauty . . . and such a sure performer. For the new 1951 Mercury with Merc-o-Matic Drive has been exhaustively road tested in traffic, through deserts, over mountains, on the roughest roads in the country.

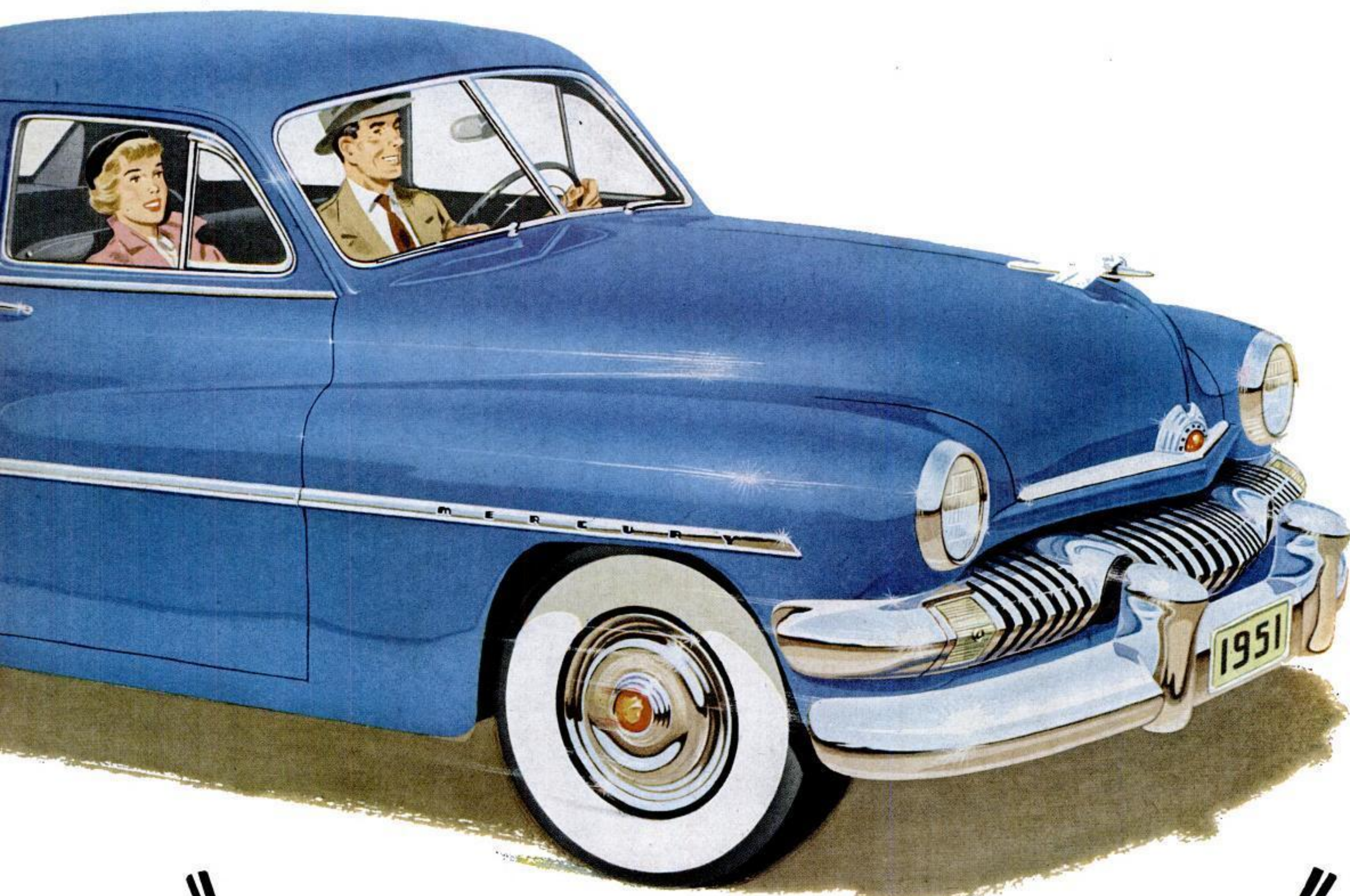
A simpler,
smoother,
more efficient
automatic
transmission!

THE new 1951 Mercury, now on display, is going to change a lot of your ideas about automobiles — about beauty in design, comfort, and driving ease.

Whether or not you've already driven a car without a hand gear shift,

once you've driven this new 1951 Mercury; once you learn how much simpler, easier, and *smoother* driving can be with Merc-o-Matic Drive*, you'll never be satisfied with anything less.

Here in Merc-o-Matic—developed and built by Ford Motor Company in cooperation with Borg-Warner—is freedom from gear shift and clutch. Freedom, too, from jerkiness, grabbing, stalling, engine roar and excess heat. And for hills, a little extra pressure on the accelerator and you're in a powerful climbing gear. Downhill, for safety's sake, Merc-o-Matic gets the most out of your engine's braking power. There's a special parking lock for steep grades. And you can even rock your car out of mud or snow. In heavy traffic, or out on the open road,



“For the Drive of your Life!”

Merc-o-Matic is smoother, more efficient and thriftier, too!

But Merc-o-Matic is only part of the great new Mercury for 1951. There's new beauty inside and out, sweeping new lines, new fabrics and colors to let Mercury set the pace for style and beauty.

New comfort and safety, too. A new, improved ventilating system—a new rear window with more than 1000 square inches of safe-viewing area. In all, there are literally dozens of new styling and performance improvements, and every one spells solid value—long-lasting quality.

Come in to your Mercury dealer today—for the Drive of Your Life—for the Buy of Your Life!

MERCURY DIVISION • FORD MOTOR COMPANY

There's
nothing like
it on the
road!

***3-WAY CHOICE:** Merc-o-Matic Drive is optional at extra cost. The 1951 Mercury is also available with optional Touch-O-Matic Overdrive, as well as standard transmission.



Notice how the fenders sweep gracefully out almost to the bumper line to give the 1951 Mercury a completely new look. And beneath the beautiful lines of the new Mercury is the magic of Merc-o-Matic—tested and proved in every kind of weather.



North, South, East, West—the good word is spreading about Paul Jones. It's so wonderfully smooth and mellow—so mild in flavor! And so moderately priced, too!

Paul Jones
FIRST FOR FLAVOR... FIRST FOR VALUE!



Paul Jones blended whiskey. 86 proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N.Y.C.



A MASSIVE SYMBOL OF HOPE AND HELP, THE 10-TON FREEDOM BELL HANGS IN FRONT OF WEST BERLIN'S CITY HALL BEFORE BEING PULLED UP TO BELFRY

FREEDOM RINGS

**Berliners cheer the Big Truth
as West gives them a big bell**

At dawn of a somber, chilly day the Freedom Bell arrived in Berlin. Bought by public subscription in the U.S. and presented by the National Committee for a Free Europe, it symbolized the pledge of more than 3.5 million U.S. citizens to support the committee's new propaganda effort in Europe: the Crusade for Freedom. Its installation in West Berlin's city hall inaugurated a campaign against Communism which the Crusade's leaders hoped would ultimately

be waged by radio transmitters as numerous and powerful as those of the U.S. Government's Voice of America—but considerably less hampered by diplomatic niceties.

General Lucius D. Clay, national chairman of the Crusade, was back in West Berlin to dedicate the bell. As he threw the switch which set it pealing, he voiced the free world's strong conviction to the crowds packed below, "that where men have the will to be free, they will be free."

Amazing shampoo guaranteed not to rob hair of natural oils

Shasta gets out beauty-robbing film and stale surface oils—
Leaves in glamour-giving natural oils that make hair...

1. NATURALLY SHINY

2. NATURALLY SOFT
—HEALTHY

3. EASIER-TO-MANAGE

New, improved Shasta does the one thing women have always wanted from a shampoo. Gets out beauty-robbing film and stale surface oils—leaves in glamour-giving natural oils.

You see, Shasta is guaranteed not to rob hair of glamour-giving oils nature provides... precious oils your hair needs to be naturally shiny, soft, healthy, easier-to-manage. Under Shasta's magic-like touch even dull, dry, unruly hair looks unbelievably softer, silkier—sparkles with gleaming highlights.

See your hair looking its loveliest. Get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

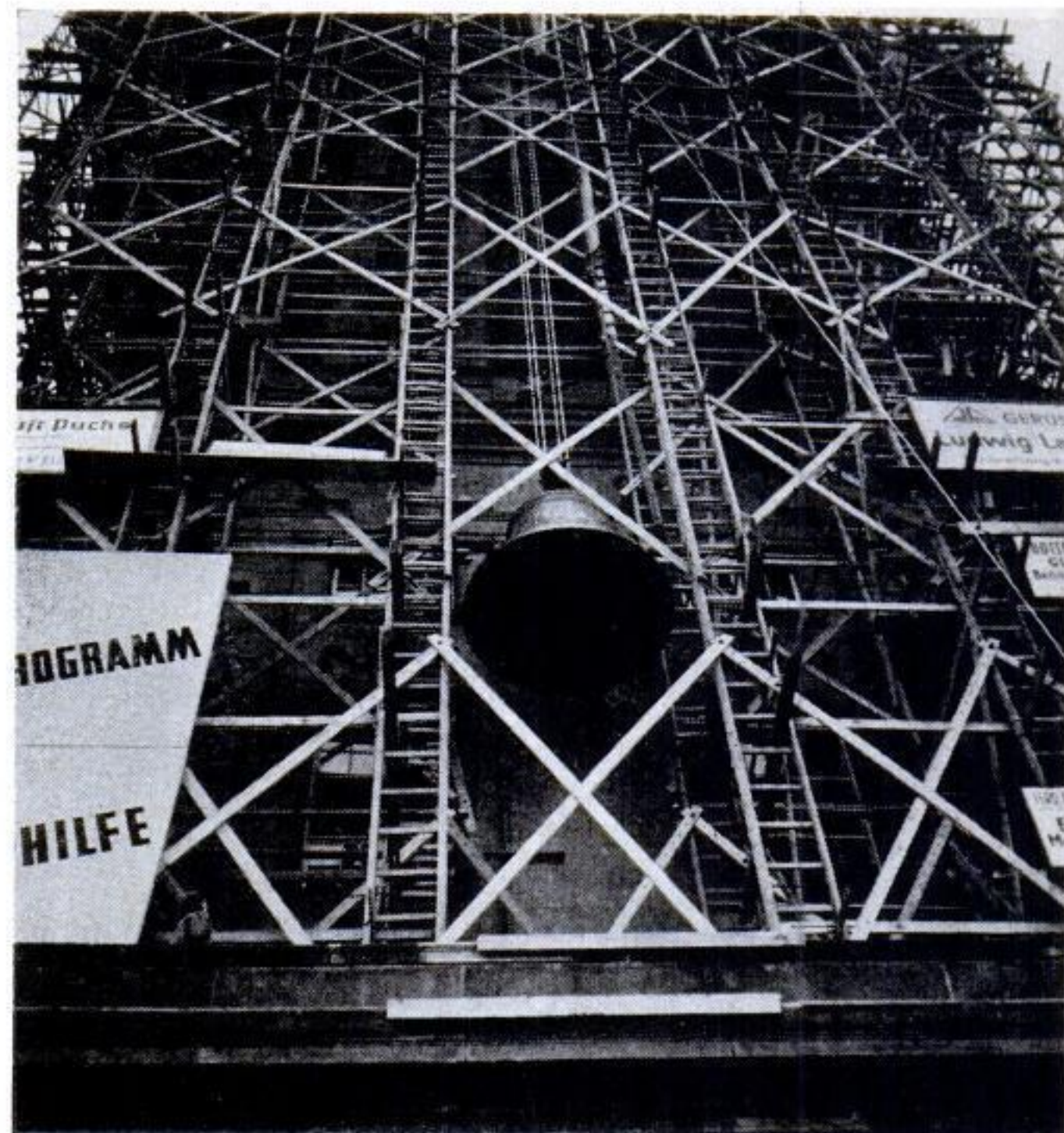
PROCTER & GAMBLE'S GUARANTEE: Shasta does not rob hair of natural oils. Procter & Gamble guarantees this or money back when unused portion is returned.

NEW, IMPROVED

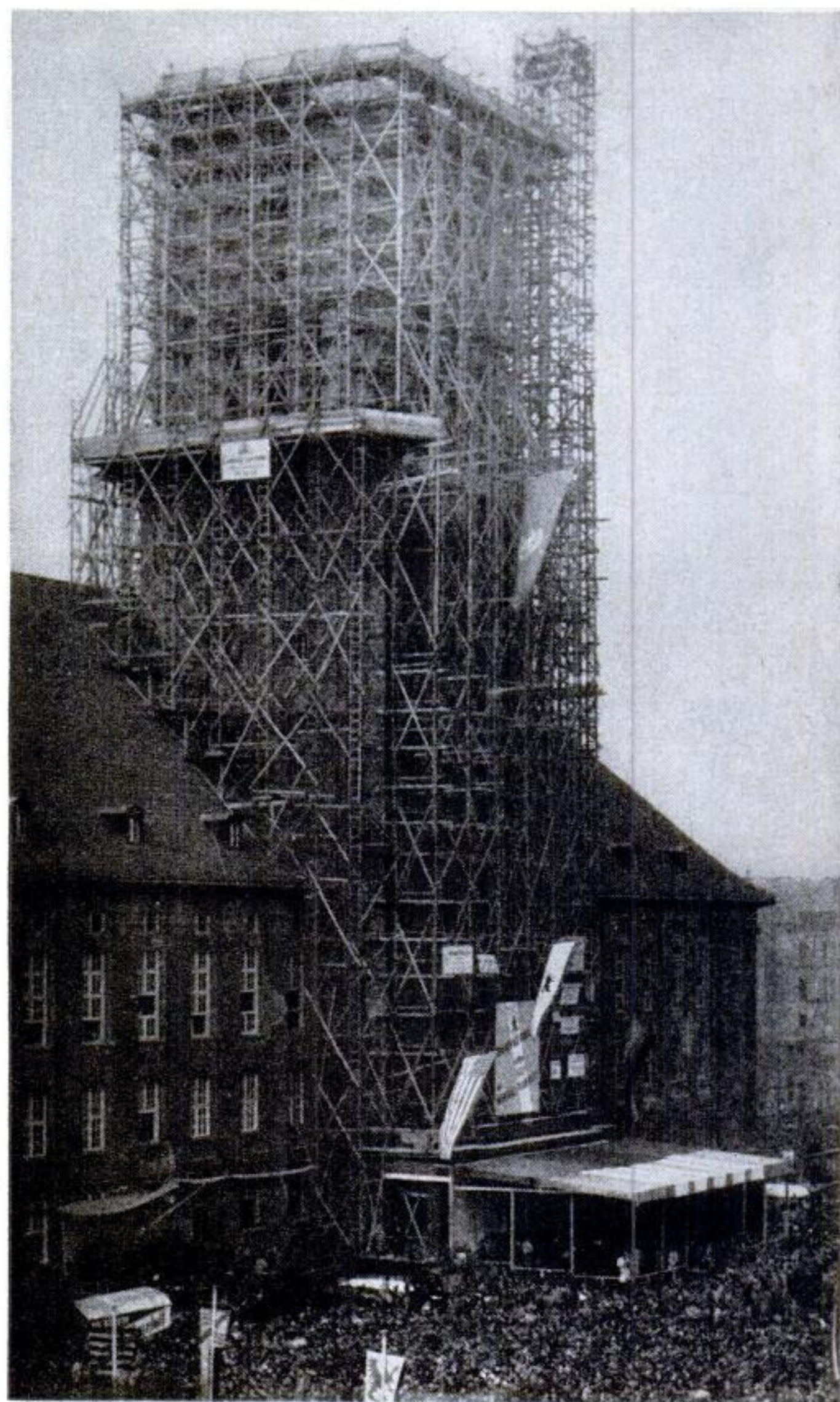
Shasta BEAUTY CREAM **Shampoo**
DOESN'T ROB HAIR OF NATURAL OILS



Freedom Bell CONTINUED



BELL IS HOISTED to the belfry of the city hall tower before ceremonies. Weakened by fire during the war, the tower had to be strengthened to carry the bell's weight. The sign at left notes the U.S.'s Marshall Plan aid to Berlin.



AS CEREMONIES BEGIN, crowd pushes tightly around West Berlin city hall in Schöneberg, whose tower is half-hidden by scaffold. Building was taken over by West Berlin government after split which induced the 1948 blockade.

CONTINUED ON PAGE 50

REXALL NOVEMBER VALUES

At Rexall Drug Stores Everywhere

HEAR DICK POWELL as Richard Diamond, Private Detective, Wednesdays, 10:30 P. M. EST on NBC.

CARA NOME MINIATURES

A dainty box of Cara Nome Face Powder in your choice of 8 glamorous shades...plus a 1-dram bottle of rare Cara Nome perfume.



Reg. \$1.00

Now 29¢

CARA NOME BEAUTY PROGRAM KIT

Five basic beauty-aids...all the essentials for daily skin care and make-up, in a beauty program that stars the New You. Available for either oily, or dry or normal skins.

Reg. \$1.50



89¢

EVERYDAY HOME NEEDS

Rexall Alco-Rex, cooling alcohol body-rub, pt. 43¢
Rexall Epsom Salts, medicinally pure, 1-lb., 37¢
Rexall Stork Nurser, cap-protected 8-oz. bottle 3 for \$1.00
Quik-Tel Fever Thermometer, easy-to-read, Oral or Rectal \$1.39
Rexall Hydrogen Peroxide, USP, 3%, 4-oz. 18¢
Wickstyle Household Deodorant, 6-oz. 59¢
No. 6 Pine Oil Disinfectant, personal or household disinfectant, pint, 85¢
Lord Baltimore Portfolio, 36 large sheets white linen stationery, 24 matching envelopes, 49¢

DENTAL BUYS

Rexall Ammoniated Tooth Paste 49¢
Licensed by the University of Illinois Foundation
Rexall Deluxe Tooth Brush, assorted styles, 49¢
Rexall Klenzo Antiseptic, ideal mouthwash, pt. 69¢
Rexall Denturex Adhesive Powder, 3-oz. 55¢

TOILETRY TIPS

Cara Nome Hormone Cream, 10,000 I. U. Estrogen Hormone per ounce, 2-oz. \$1.50
Cara Nome Face Powder, 8 long-clinging, skin-flattering shades, \$1.00
Cara Nome Lipstick, 12 glamorous hues \$1.00
Helen Cornell Cream Shampoo, 4-oz. jar or tube 95¢
Stag After-Shave Lotion, zippy, he-man, 3-oz. 39¢
Rexall Coconut Oil Shampoo, 6-oz. 50¢

Rexall Antihistamine Tabs, cold symptom relief, 15's 39¢
Rexall Mi-31, mouthwash, gargle, breath-deodorant, pt. 69¢
Rexall Analgesic Balm, cooling pain relief, 1-oz. . . 47¢
Rexall Cod Liver Oil, high potency, full pint . . . \$1.19
Rexall Milk of Magnesia, better-tasting, pint . . . 39¢

For Upset Stomach!

BISMA-REX

Neutralizes excess acidity within one minute...eases gastric distress...leaves a soothing, protective covering on irritated stomach membranes. Relief is fast, continuous and prolonged!

Bisma-Rex Mates...75 tablets, companion formula in handy bottle

4% oz. bottle

69¢



69¢

LOW-COST VITAMIN INSURANCE!

REXALL PLENAMINS

\$2.59

BOX OF 72

For just pennies per day you get more than your daily minimum requirement of all vitamins with known minimums...plus valuable Liver Concentrate and Iron! Capsules are individually foil-wrapped for sanitary protection.

144's—\$4.79; 288's—\$7.95

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Rexall Corn Solvent, painless corn remover, 1/2-oz. 29¢
Rexall Puretest Mineral Oil, extra-heavy, pint 69¢
Rexall Cascara Aromatic, fluid extract, 2-oz., 49¢
Rexall Castor Oil, extra-gentle, 3-oz. 33¢
Glycerin Suppositories, Adult or Infant, 12's, 39¢
Rexall Milk of Magnesia Tablets, 85's 39¢
Rexall Glycerin & Rose Water, skin lotion, 4-oz. 37¢
Rex-Seltzer, effervescent alkalizing tabs, 25's 49¢
Rexall Boric Acid, powdered or crystal, 2-oz., 23¢

REXALL REMEDIES

Rexall Nose Drops, aqueous, 1-oz. 43¢
Rexall Cherry Bark Flavored Cough Syrup, 3-oz. 39¢
Rexall Petrofol, high quality mineral oil, pint, 59¢
Rexall Eyelo, soothes, cleanses eyes, 8-oz., 59¢
Rexall Hygienic Powder, dissolves in water for use in spray, gargle, syringe, 6-oz. 65¢
Rexall Orderlies, choc.-flav. lax, 24's 30¢

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Rexall Quik-Bands, ready-to-use bandages, plain or mercurochrome, 36's 29¢
Rexall Mercurochrome, with applicator, 1/2-oz. 25¢
Rexall Pro-Cap Adhesive Tape, 1/2" x 5-yd. 20¢
Rexall FirstAid Gauze Bandage, 2" x 10-yd., 23¢
Rexall FirstAid Absorbent Cotton, 1-oz. 17¢
Rexall Surgical Powder, antiseptic, 1-oz. 25¢
Rexall Tincture Iodine, with applicator, 1-oz., 29¢

VITAMIN VALUES

Rexall Beta Caps, B-Complex, 100's \$1.89
Rexall Yeast & Iron Tablets, iron supplement, 100's 59¢
Rexall Ascorbic Acid Tabs, Vitamin C, 40's, 89¢
Dicalcium Phosphate Compound With Viosterol, for expectant mothers, 100 Capsules .. \$1.19

Kantleek STANDARD HOT WATER BOTTLE



2 qt., 6 oz.

\$2.50

Solid-neck, 1-piece construction...five-year universal guarantee.

Kantleek Fountain Syringe...\$3.00

Kantleek Combination Syringe...\$3.50

To Make Girls Care...

go stag stag brushless SHAVE CREAM



Jumbo Tube **49¢**

Just smooth it on for quick, close, no-sting, no-nick, face-happy shaving.

Double Saving REXALL ASPIRIN

There's no faster-acting aspirin made than Rexall Aspirin—and each tablet contains 5 full grains. Buy this giant-size, economy bottle—and get the 50-tablet bottle of Rexall Flavored Aspirin (1-grain) for children at no extra charge!

Reg. 200 5-grain tablet economy bottle... PLUS 50 1-grain tablet bottle Children's Flavored Aspirin



BOTH FOR ONLY 87¢

CARA NOME HAND CREAM



4-oz. jar **\$1.00**

10-oz. jar **\$2.00**

Softens...beautifies...protects...keeps hands supple and lovely despite winter winds.

2-Way Cough Relief REXALL CHERROSOTE



8-oz. **98¢**

Pleasant-tasting, double-action relief...soothes irritated membranes, loosens phlegm and quiets coughs.

America's Biggest Candy Value

Kitchen-Fresh COTTAGE CHOCOLATES

Made with dairy-fresh cream and butter...luscious nut, cream, and fruit centers.

2-lb. box \$2.00

1-LB. BOX **\$1.00**

Fast Cold Relief REXALL ASPIROIDS



Rexall's special formula fights cold symptoms five ways...gives fast and effective relief.

69¢

Medicine Chest "Must" REXALL REEL-ROLL COTTON



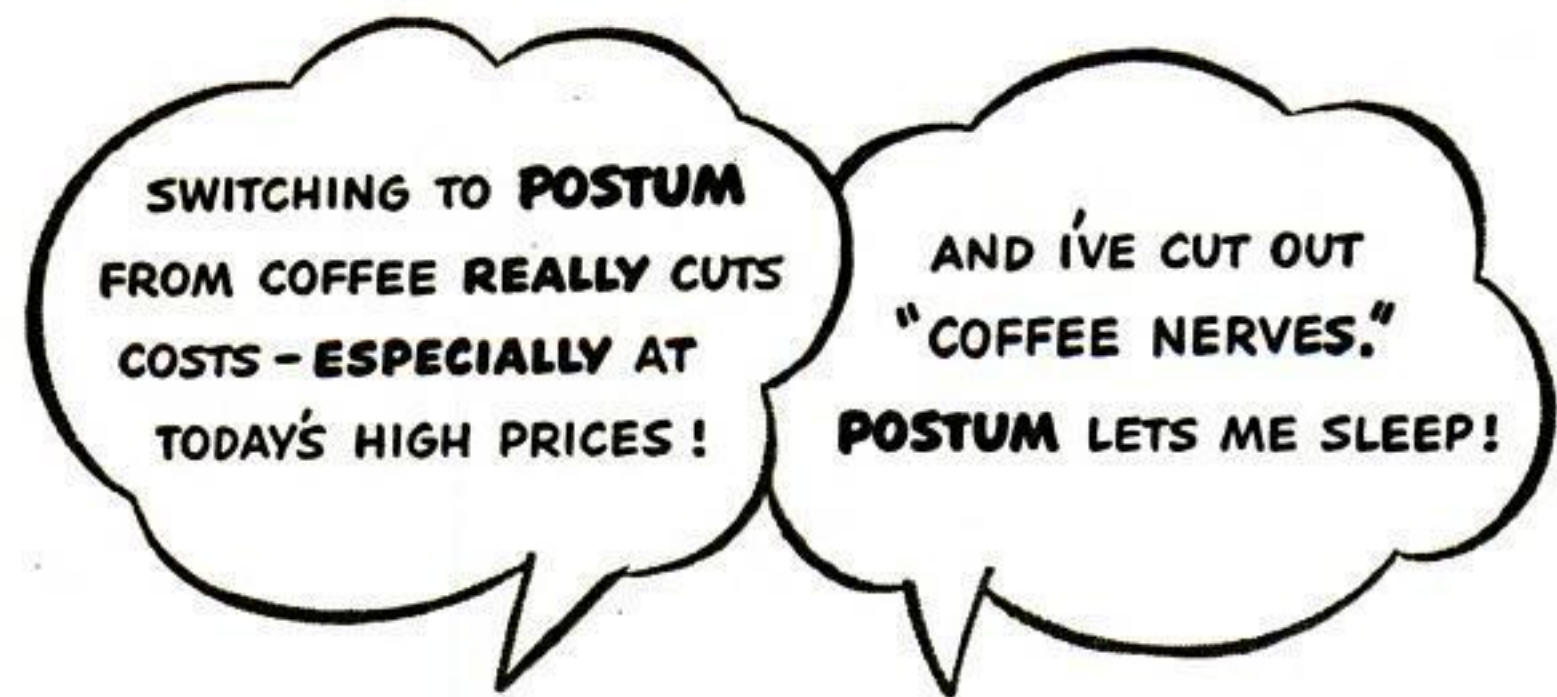
1/2-oz. **37¢**

Popular and handy dispenser rolls out amount needed...rest stays clean.

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Rexall
DRUGGISTS OF AMERICA

Prices on all items subject to change without notice. Cosmetic items are subject to Federal Tax. Rexall Drug Company, Los Angeles, Calif. Items and prices may vary in Canada.



SWITCH TO POSTUM- SAVE 2 WAYS!

1

Save money! Postum costs about $\frac{1}{3}$ as much as coffee at today's prices!

Get the big 8 oz. economy size of Postum... it makes up to 100 hearty cups... nearly 3 times more cups than a full pound of coffee and yet it costs much less. Yes, pocket these real savings and enjoy a delicious grain-rich drink besides!

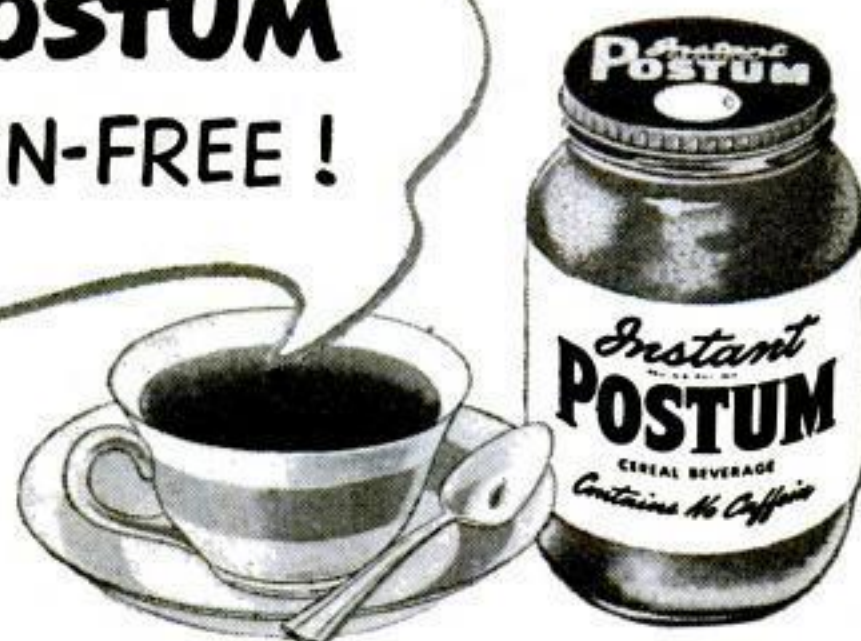
2

Save your nerves! No "Coffee Nerves" from Postum!

While lots of folks aren't bothered by caffeine in coffee—others suffer sleeplessness, nervousness, indigestion. Postum contains *absolutely no caffeine*, nothing that could possibly make you nervous, spoil your sleep. Get POSTUM TODAY!

INSTANT POSTUM
100% CAFFEIN-FREE!

A PRODUCT OF GENERAL FOODS



THE PEOPLE CAME FROM ALL BERLIN

More than most people, Berliners who had felt Russia's pressure for five years understood the meaning of the Freedom Bell. They showed it by their turnout at the dedication: an estimated 400,000 packed into the square before the city hall. Schools, shops and factories were closed for the occasion. In silence the Berliners listened to speeches of their own and Allied officials. Many wept when General Clay, who had been with them through 1948's blockade, proclaimed the Crusade's creed in a paraphrase of Lincoln's words: "That this world, under God, shall have a new birth of freedom." When it was over, the crowd flowed silently home again—and for many, home was in the Russian sector.

yours to live with...

yours to love...

...for keeps

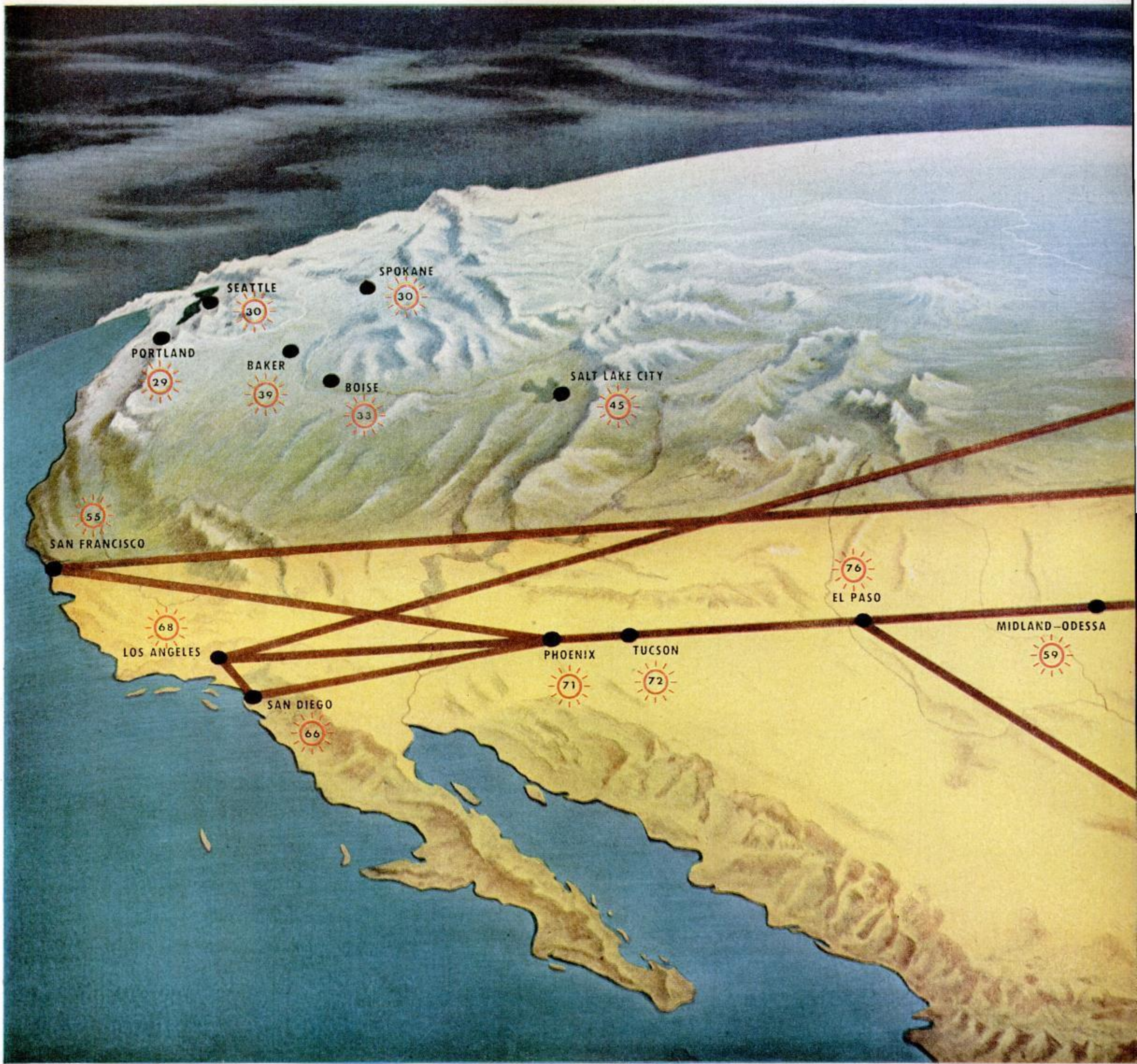
Jim Whitcomb

Community
THE FINEST SILVERPLATE

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1950, ONEIDA LTD.

Thanksgiving tables will gleam, Thanksgiving brides will be thankful for that best-loved of all silverplate—Community. Community—treasured for its five so-popular patterns—valued for its solid silver "Overlay." Community—at your jeweler's now in dinner services for eight starting at \$49.75 (no federal tax). Don't miss Community.*

PATTERNS TO LIVE WITH . . . PATTERNS TO LOVE



We Shine where the Sun does!



Official Weather Bureau figures show
summer sunshine all winter long
on the Southern Route of the Flagships



Indicates number of days with sunshine during the three winter months.



JUST GLANCE at our Route Map and you'll see how many sunny and partly sunny days you can expect from December through February along the southern "Sunshine Route" that Flagships take. These figures are based on official Weather Bureau records.

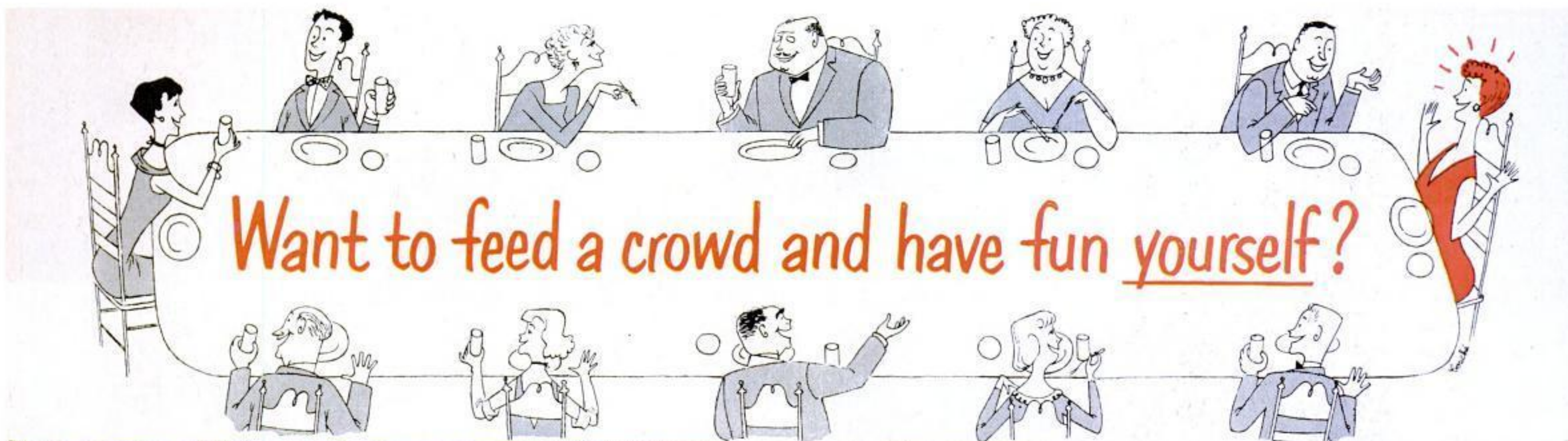
So, if you like to follow the sun on your winter vacation, you'll probably find it beaming from the moment you step aboard your Flagship. No wonder American Airlines is the first choice of

travelers bound for California, Mexico or the Sun Country.

Our route, as you can see, is not only clear but clearly *convenient*. From coast to coast American goes to most of the places that people want to go, stops at most of the sights that people want to see. And friendly Flagship service makes every moment of your journey as bright and enjoyable as the sunshine around you.



America's Leading Airline **AMERICAN AIRLINES** INC.



Serve Spaghetti and Meat Balls cooked with

YOU can make this delicious spaghetti sauce and meat balls *ahead* of time. And then — Let the crowd come! Your main dish will be ready in *minutes*. And everybody will rave about your grand recipe.

That's because only *Hunt's* Tomato Sauce can put that same rich flavor into a dish. It's the *Kettle-simmered* sauce, and your grocer sells it for only a few cents a can. Now, here's the basic recipe for four:

**3/4 cup chopped onion 1 clove garlic, minced
4 tbsp. oil or drippings**

Lightly brown onion and garlic in hot oil. Then take:

1 lb. ground beef 1 tsp. salt

Add salt to meat and mix lightly. Form into small balls

and brown them in the pan with the oil. Then add:

**1 Can *Hunt's* Tomato Sauce 1/4 tsp. pepper
1 cup water 2 tsp. Worcestershire Sauce**

Cover the pan and simmer 40 minutes. Pour over hot spaghetti (8-oz. pkg.) and sprinkle with grated Parmesan cheese. For 8 servings double the recipe.

Use *Hunt's* Tomato Sauce for your everyday recipes. In soups, stews, casseroles, gravies, meat loaf. Grand for leftovers — just use a little of this and a little of that and *Hunt's* Tomato Sauce. Get it at your grocers!



**For breakfast or dessert —
HUNT'S
HEAVENLY PEACHES**

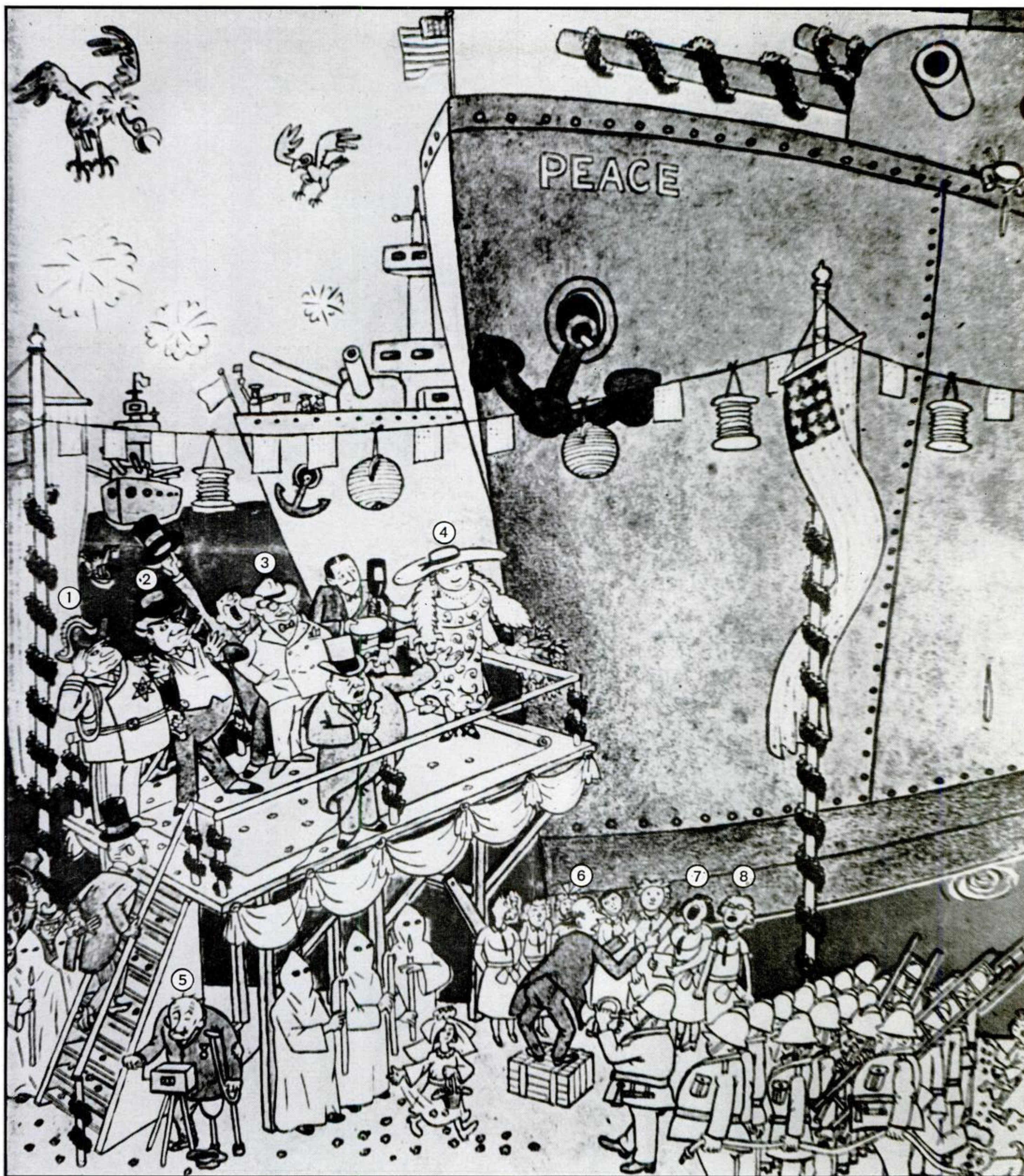


GUARANTEED BY
GOOD HOUSEKEEPING
IF NOT AS ADVERTISED THEREON

**The
Kettle-simmered
cooking sauce**

Hunt Foods, Inc., Fullerton, California

Hunt-for the best



CARTOON SHOWS SUPPOSEDLY U.S. LEADERS LAUNCHING PEACE SHIP. NUMBERS IDENTIFY ACTUAL CZECH LEADERS (NEXT PAGE) WHO ARE CARICATURED

CZECH CARTOONIST SWITCHES WARMONGERS

To the eyes of propaganda-jaded Eastern Europeans, the cartoon above appeared at first glance to be only another sample of the kind of heavy-handed, anti-American satire dished out endlessly by Communist-run newspapers. This one, showing hypocritical "warmongering" U.S. officials launching a phony "ship of peace," was published by *Dikobraz*, or "Porcupine," a Czech satirical weekly, and it was three days before even Communist government officials realized something was horribly wrong. The

cartoonist had completely reversed the cartoon's intent by drawing in the faces of at least eight prominent Czech officials, from President Klement Gottwald on down (*next page*). Remaining issues of *Dikobraz* were confiscated, but most of its 200,000 copies had already been distributed and were bringing 500 *koruny* (\$10) on the black market. The daring cartoonist had already fled the country but there are strong reasons to believe that his managing editor, a top-rank Party man, has some tall explaining to do.

Always Fluffy * Uncle Ben's Converted Long Grain RICE

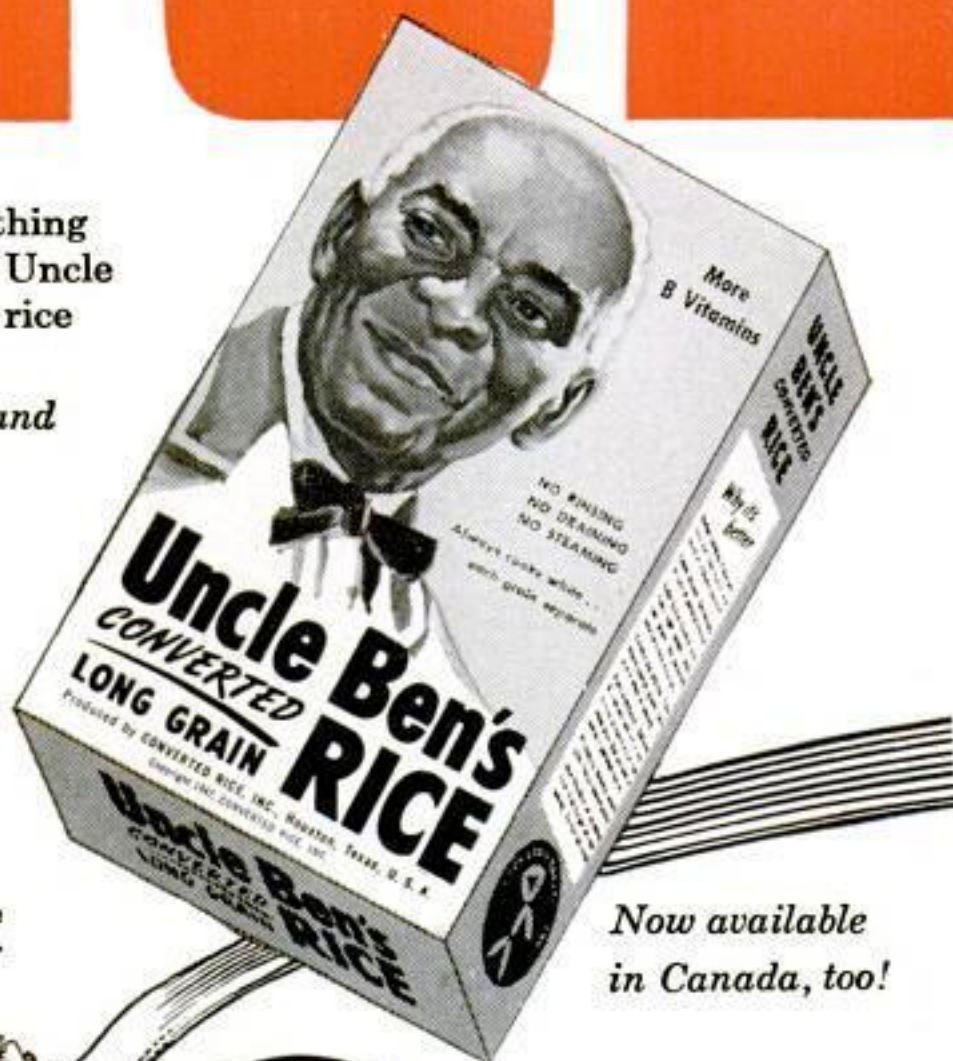
Women say it's the greatest thing that ever happened to rice. Uncle Ben's—the extra-long-grain rice with the extra B vitamins.

Guaranteed to cook up white and fluffy every time or your money back!

Grains stay separate and fluffy even when stored in the refrigerator or reheated.

Make rice dishes one of your specialties. Try Uncle Ben's.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.



Now available in Canada, too!



Each Grain Salutes You

“Its Sunny Color-like magic-cooks up white and fluffy”



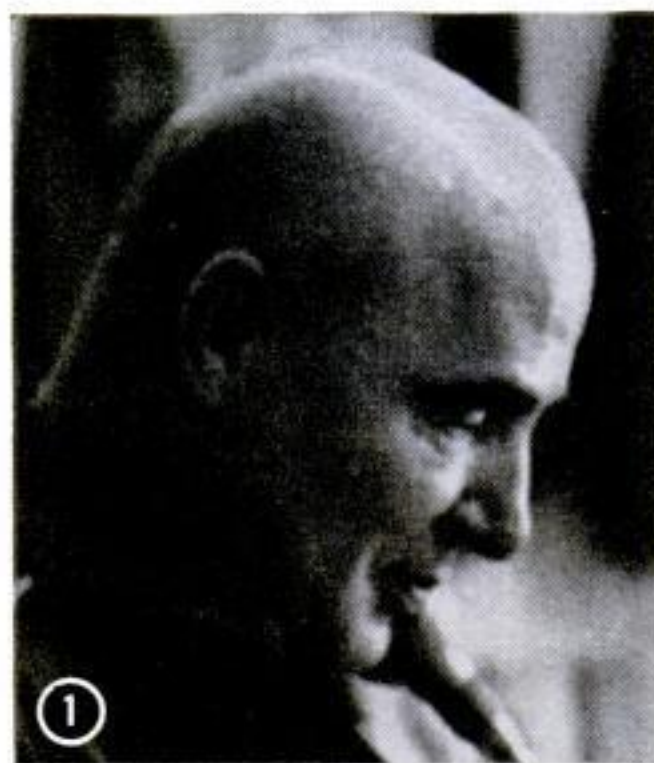
*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

©1950 Converted Rice, Inc.

Czech cartoon CONTINUED

CARTOON SHOWS THESE OFFICIALS



GENERAL Jaroslav Prochazka, indicated by the number 1 in cartoon on previous page, is army chief of staff who looks like late Benito Mussolini.



PRESIDENT Klement Gottwald, top Party leader, spent war years in Moscow. He engineered coup in Feb. 1948 which put Communists in power.



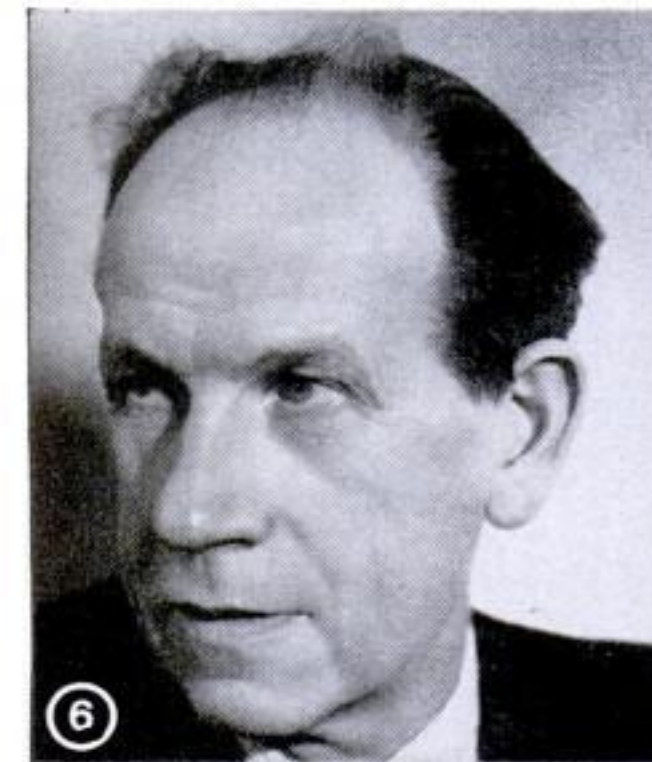
VICE PREMIER Zdenek Fierlinger is responsible for the liquidation of churches. Cartoon shows him as the sly, quisling type many consider him.



PRESIDENT'S WIFE, Mme. Marta Gottwald, is known for her preposterous dresses, enormous hats, which the cartoonist gave her in his drawing.



EDUCATION MINISTER, Zdenek Nejedly, appears as wispy-haired beggar grinding hand organ—reflecting his habit of repetition in speeches.



PRIME MINISTER Antonin Zapotocky, depicted as choirmaster, was chief trade union leader until, as the premier, he restricted union freedom.



LADY DEPUTY, Mme. Maria Svermova, pictured as one of Zapotocky's singers, is the widow of war hero. Her career rests largely on his reputation.



WOMEN'S LEADER, Mme. Anezka Hodinova-Spurna, is known as an eager beaver Communist, uneasy because she spent war years in London.

SAVE...



at Greyhound's very low one-way fares

THEN SAVE AGAIN

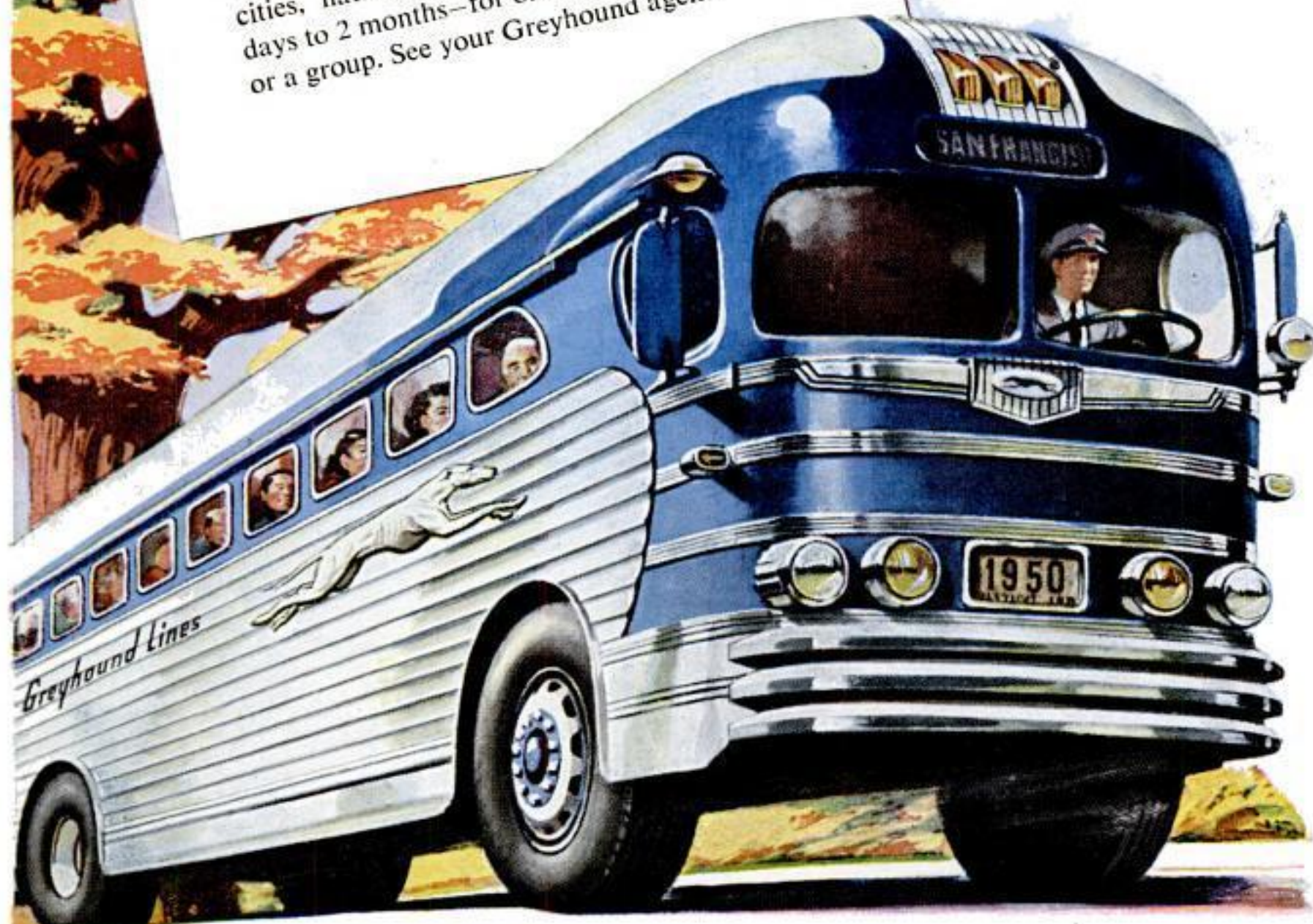


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ROUND TRIP
TICKET by
GREYHOUND

Amazing America Tours

pre-planned for your pleasure by travel experts

Now's the time to take a thrilling expense-paid pleasure tour by Greyhound—in the bright Fall weather, with travel at its best, and with choice hotel and resort accommodations available. Low-cost *Amazing America Tours* arrange everything in advance—transportation, hotel reservations, entertainment, sightseeing. Take your pick of scenic, historic places, big cities, national playgrounds. Tours from 2 days to 2 months—for one person, a twosome, or a group. See your Greyhound agent.



Take that long-planned trip at the most delightful season of the year—and pocket a generous *double saving!* Greyhound's always low *one-way fares* make a dollar go farther than by any other form of transportation—while Greyhound's *extra-low round-trip rates* give you an additional saving of 10 per cent or more, both going and returning. This Fall, Greyhound offers you a wonderful selection of business and pleasure trips, expense-paid tours, gay week ends, special group excursions to the big games and other events. Go now—when glorious Autumn highways invite you to relax as you ride, free from driving strain—by *Greyhound!*

A DOZEN EXAMPLES... There Are Thousands More!

BETWEEN:	Low One-Way Fare	Low Round-Trip Fare	Extra Saving on Round Trip
SEATTLE and SAN FRANCISCO	\$12.00	\$19.45	\$ 4.55
BOSTON and NEW YORK	4.15	7.50	.80
MEMPHIS and NEW ORLEANS	7.35	13.25	1.45
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CINCINNATI and WASHINGTON	11.20	17.95	4.45
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NEW YORK and MIAMI	24.40	43.95	4.85
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NEW YORK and SAN FRANCISCO	49.80	89.65	9.95

(U.S. tax extra. Fares are subject to change.)

A LOT MORE TRAVEL for A LOT LESS MONEY!

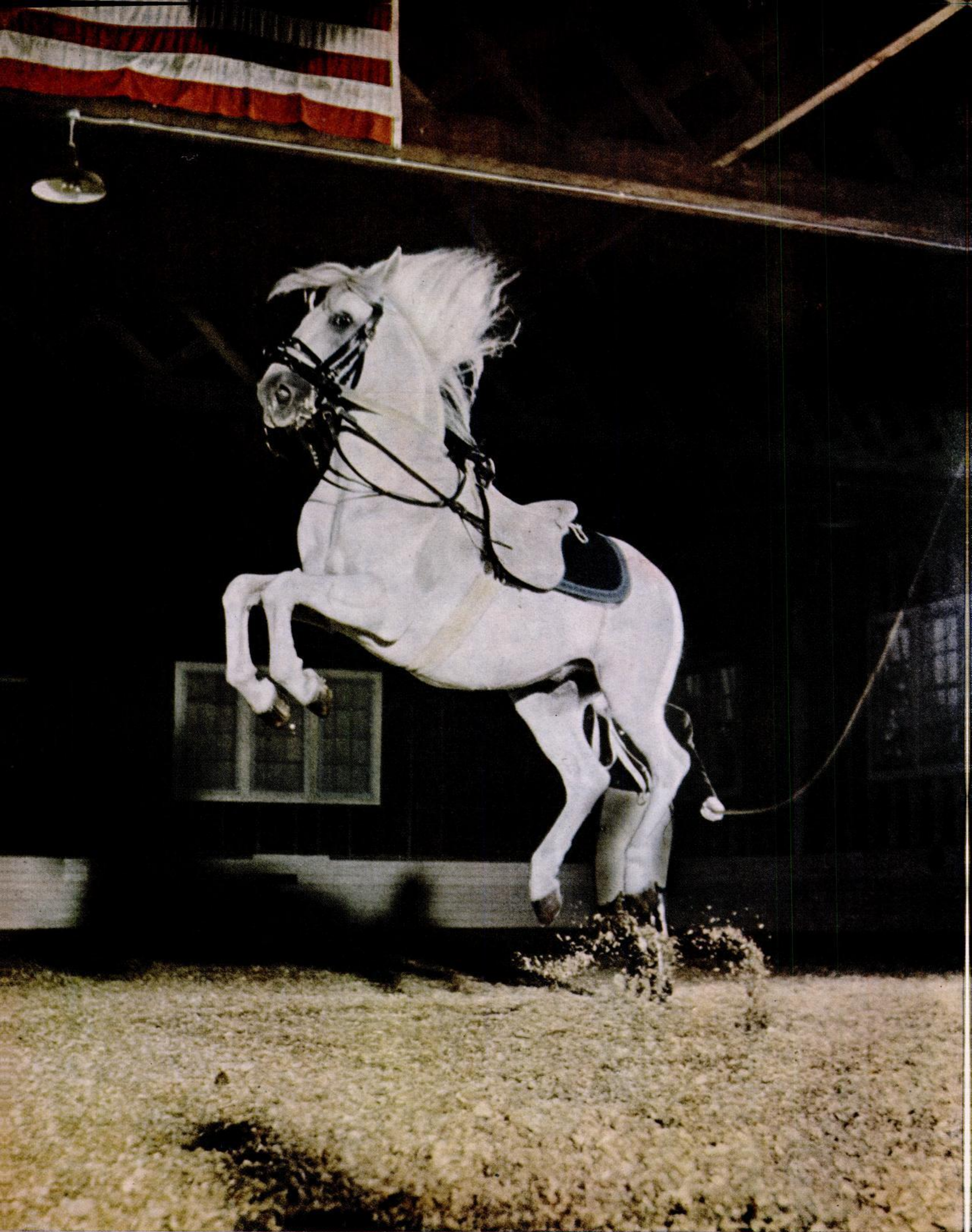
PICTORIAL
Amazing America
TOUR BOOKLET
FOR YOU

Mail this coupon to Greyhound Information Center, 105 W. Madison St., Chicago 2, Ill., for your free copy of Greyhound Expense-Paid Tour booklet, describing and picturing 50 complete pleasure tours.

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CITY _____ STATE _____ L 11-50

GREYHOUND





A LIPIZZAN LEAPS INTO A COURBETTE, A SERIES OF FORWARD JUMPS ON THE HIND LEGS. WILD STALLIONS USE THIS MANEUVER FIGHTING ONE ANOTHER



IN A QUADRILLE maneuver performed during first U.S. appearance at Harrisburg, Pa. show, eight Lipizzans mesh like four double-headed horses.

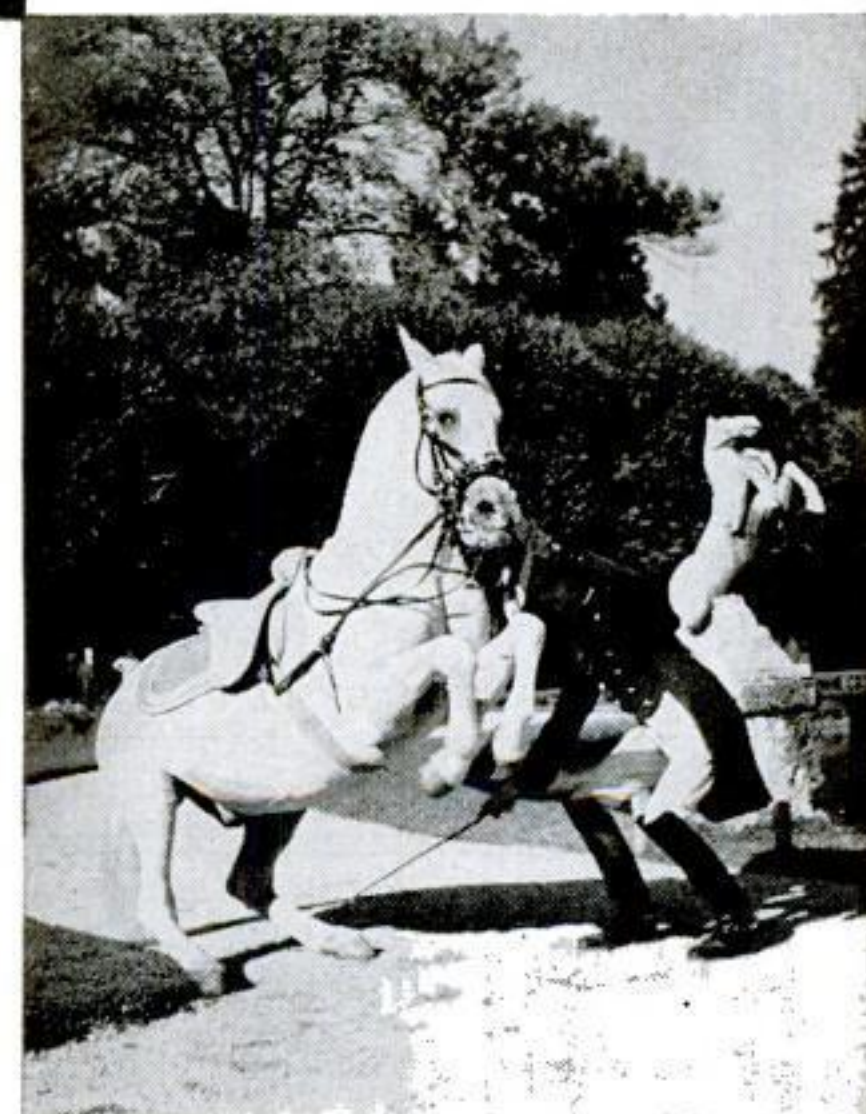
LIPIZZANS COME TO THE U.S.

Austria's historic white horses show their classic skills at horse show

Back in 1565 Emperor Maximilian II of Austria decided it was time he had a royal riding school. All his neighbors had had such schools for decades, teaching knightly horsemanship useful in battle and on parade. The emperor got a herd of powerful white Lipizzan horses, bred from Arab and Berber stallions and Spanish mares, and founded the Spanish Riding School in Vienna. The Lipizzans became part of royal life in Austria with gay carrousel and colorful horse ballets. Though a Johnny-come-lately when founded, Vienna's school was to outlast the others. Long after chivalric traditions had waned and the memory of knights in armor had faded, it continued to teach classic exercises like the *levade* (right) and *courbette* (opposite page). The school

survived rebellions, wars, abdications, Nazis, Communists (p. 61) and finally came to the U.S. as the feature attraction of the National Horse Show in Madison Square Garden in New York.

No one need be a horse lover to appreciate the show the school puts on—not only individual feats of horsemanship but also the big spectacles. To the strains of Viennese music they dance like ballerinas through the "Great School Quadrille," their gold trappings gleaming. The riders sit like men of stone in the saddles. Commands for intricate changes in rhythm and precise pirouettes are issued silently—by a shift of weight or pressure of a knee. After New York and an engagement at Toronto's Royal Winter Fair, the Lipizzans will go back to the Old World.



CLASSIC POSE, a *levade*, is done closer to the correct 45° angle by this live Lipizzan than by antique statue in the garden at Hellbrunn Castle.

"They can't all be *QUIZ KIDS* but...
Every Child can have the Knowledge
that made them *FAMOUS*"



Now!

NEW EASIER-TO-READ TYPE
NEW UP-TO-THE-MINUTE TEXT
NEW PICTURES
NEW MAPS

...says Joe Kelly, Chief Quizzer of radio's famous program QUIZ KIDS. Listen to QUIZ KIDS NBC Every Sunday afternoon.

"Britannica Jr. is so easy to use... so up-to-the-minute, I believe every student should have a set..." says NAOMI COOKS, talented, versatile and well-known member of Quiz Kids.



"You don't have to be a Quiz Kid to understand Britannica Jr. It tells you what you want to know easily, rapidly, accurately," says JOEL KUPPERMAN, a wizard of Quiz Kids.

Knowledge is the fruit of a child's natural curiosity—his desire to know about everything. No teacher, no parent, can answer all the questions a child can ask. Yet his questions must be answered to his complete understanding and satisfaction or you kill the child's priceless ambition to learn.

Britannica Jr. fills this need fully and completely. Britannica Jr. is interesting, inspirational—an easy-to-use reference library for pre-school and elementary school children. It's just as authoritative as Encyclopaedia Britannica itself, but every article is specifically written to satisfy the curiosity of the young student. With Britannica Jr. your child's interest in his school work increases amazingly... learning becomes a real pleasure... knowledge is the natural result.

Your child needs Britannica Jr. Fill out and mail the coupon for information about the Special Christmas Plan, easy monthly payments.

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Please send me (without obligation) information on Britannica Jr. Special Christmas Offer, small monthly payments.

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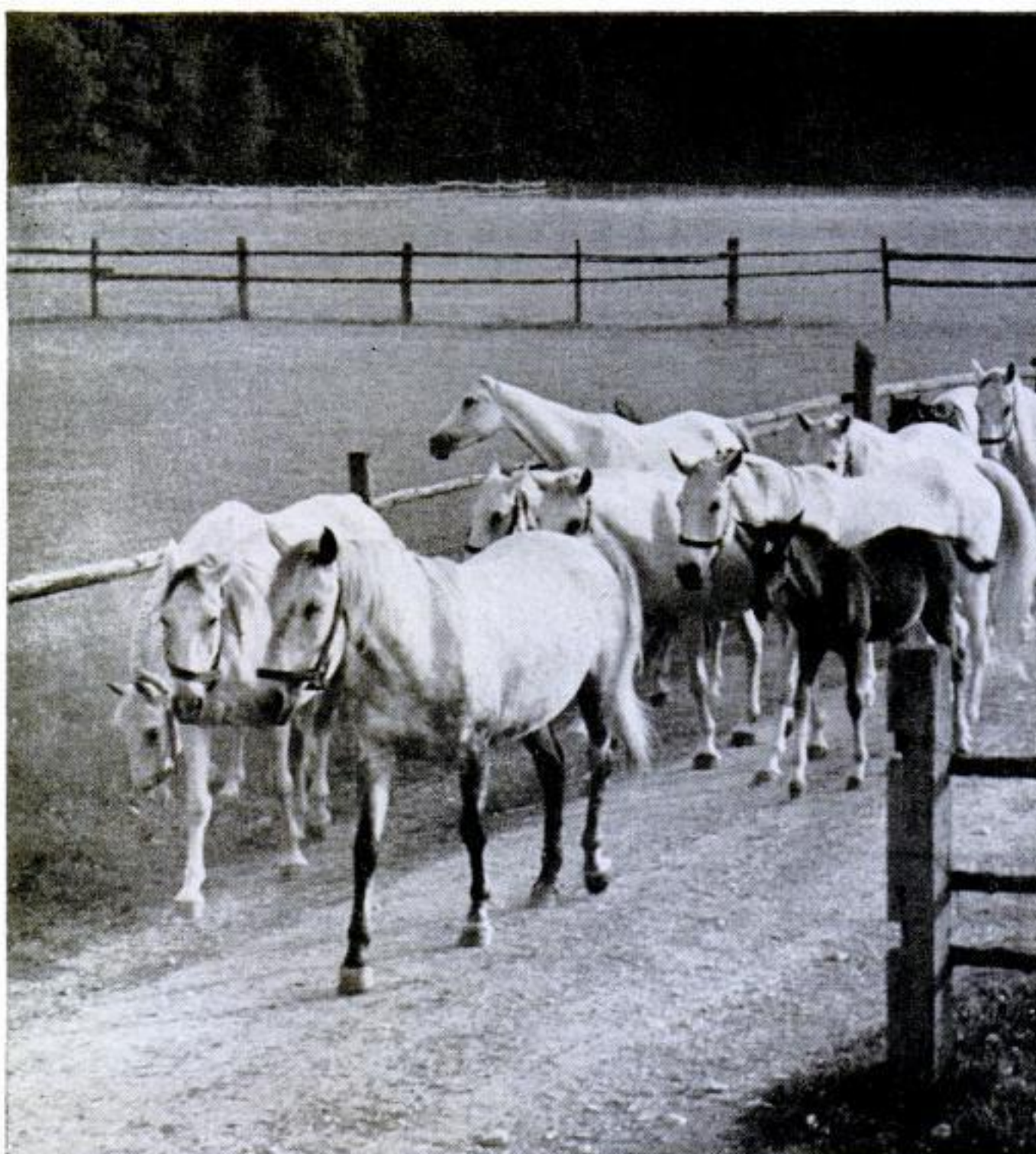
Lipizzans CONTINUED



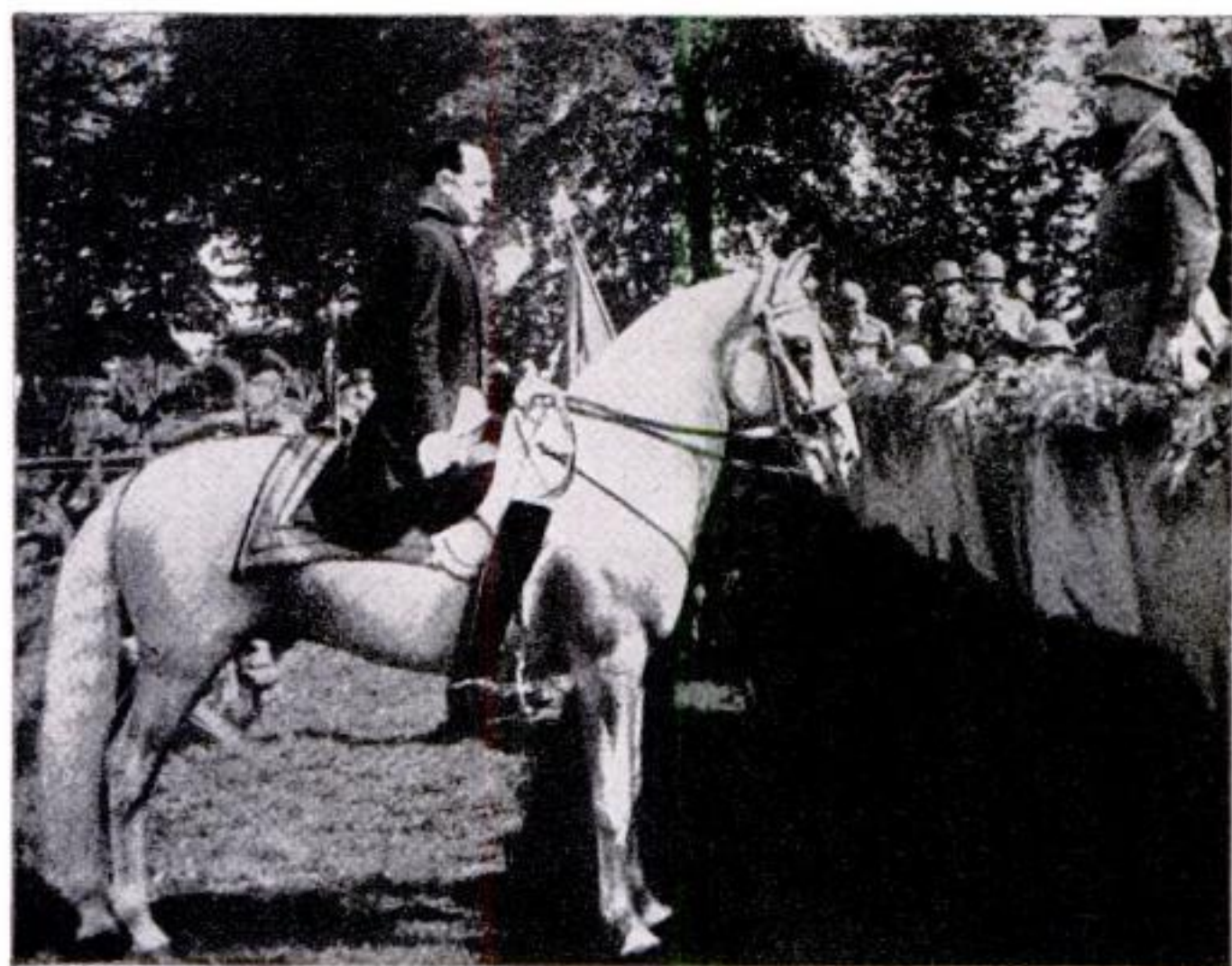
OLD HOME of Lipizzans, used almost without interruption for 210 years, was Vienna's baroque riding hall. City now uses it for storing opera scenery.



NEW HOME for school is Wels, near Salzburg, in Austria's American zone. Here, on plain below Fortress Hohensalzburg, horses do quadrille formations.



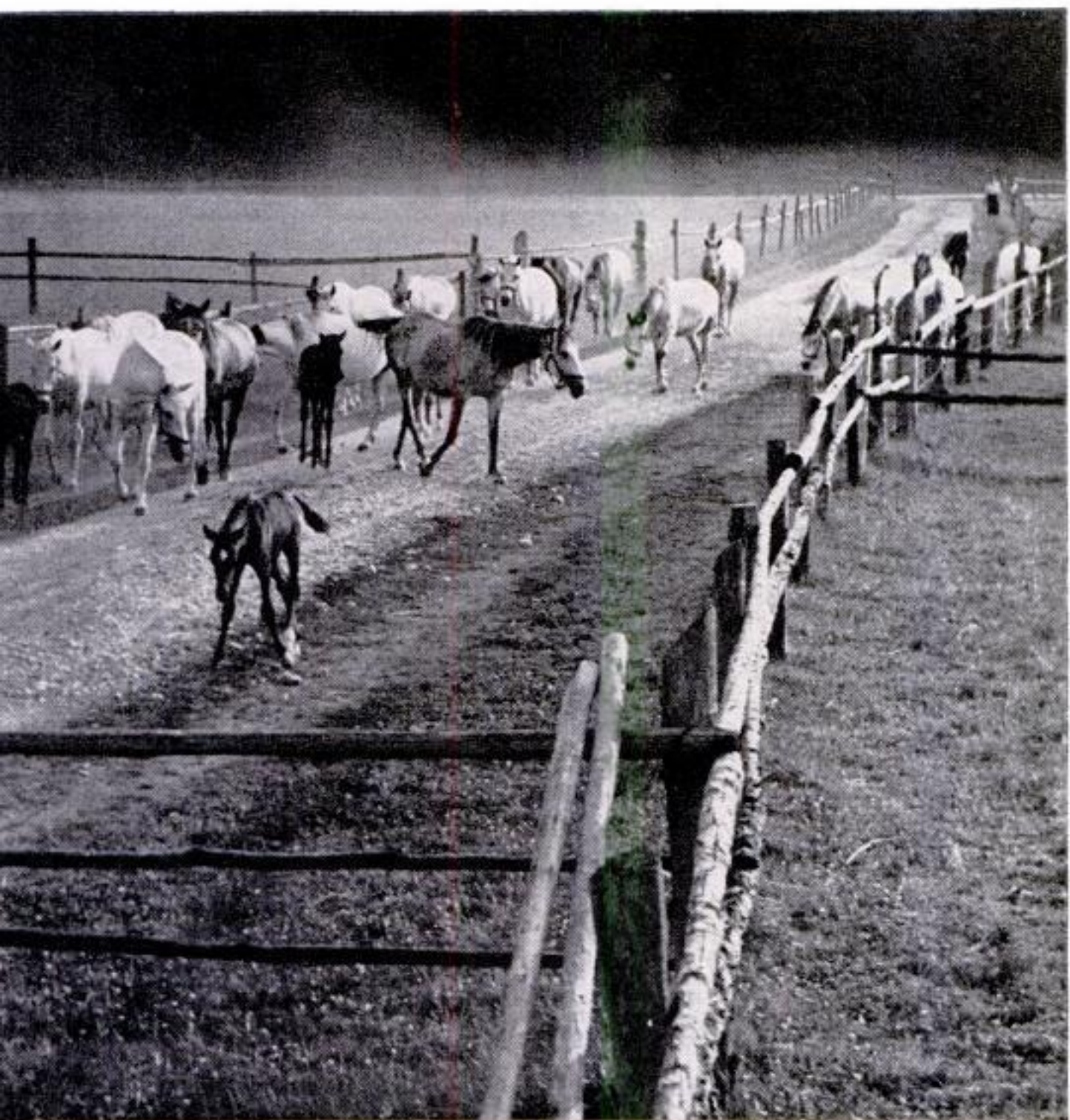
FEEDING TIME brings Lipizzan mares and foals ambling toward barn on breeding farm at Wimsbach. Foals are born brown or gray and do not turn



PLEA FOR HELP is made by Colonel Podhajsky, on horse, after a special show for GIs in 1945. General Patton (standing) agreed to protect the school.

HOW PATTON SAVED THE HORSES

In 1945 the chief of the riding school, Colonel Alois Podhajsky, was frantic to get out of Vienna. He had saved his horses from air raids but now the Russians were bearing in. The Nazis repeatedly refused to let him go and in desperation Podhajsky got 40 carriages, planned to hitch two Lipizzan stallions to each carriage, load equipment in the back and light out for safety some dark night. But with the Russians only eight days away, he was given permission to get his horses out by rail. He headed west and waited at St. Martin until the advancing U.S. XX Corps came. Even then, his troubles were not over until Podhajsky had put on a special show for General George Patton. A fancier of horses as well as tanks, Patton was enthusiastic about the Lipizzans, agreed not only to protect the 80 horses but also to rescue the school's broodmares and foals, which were on a farm in Czechoslovakia, still within reach of the Reds. He dispatched a convoy under the protection of four tanks to Czechoslovakia and, after a little trouble with local authorities which ended when the tank commander threatened to open fire, the breeding stock and the school's future were saved.



completely white for four to six years. Only the strongest and most intelligent stallions are put in training. They live to the ripe old horse's age of about 25.

CONTINUED ON NEXT PAGE



Is it a sandwich grill? **YES!**

You toast delicious sandwiches . . . fry bacon and eggs or even steaks . . . all right at your table!

Or simply by inserting the large aluminum waffle grids in the stunning new General Electric Combination Sandwich Grill and Waffle Iron, you can make four butter-brown waffles—in a jiffy!

Is it a waffle iron? **YES!**



Automatic, \$21.95. Price subject to change without notice.

It's both—it's the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

IT'S STREAMLINED, graceful design makes it easy to keep shining clean. You'll appreciate the cool, brown plastic handles, too.

Automatic, a turn of the "Temperature Selector" quickly gives you the right heat. A "tell-you-when" light goes

off the very second you have it.

Automatic Model (and the Standard Model which is priced at \$16.95) come complete with waffle and sandwich grids—plus a recipe booklet you'll want to use! General Electric Co., Bridgeport 2, Connecticut.

You can put your confidence in . . .

GENERAL  ELECTRIC

THE ORIGINAL AND ONLY

By *Welsh* "BOODLE BUGGY"



Mommie and Sis
share the fun when Each has a
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A DOLL CARRIAGE... A BABY CARRIAGE, BOTH HAVE THE SAME FEATURES... CONVERT INTO A TRAVEL BED OR BASSINET. EASY TO FOLD, PACK AND STORE!
At Leading Stores

WELSH COMPANY
World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. ST. LOUIS 4, MO.

A young fellow from North Carolina went into a store which sells Hart Schaffner & Marx clothes and asked for a 40 Southern Long. What he had in mind was an Extra Long which has been one of our specialties for many years but his request does illustrate two very interesting facts.

One is that some of the very tallest men in the United States are Carolinians even though most of us would have assigned that distinction to men from the Southwest and the Pacific Coast. The other is that Hart Schaffner & Marx are known for being able to fit those who are taller than average.

Tall men have good reason to be fussy about their clothes. They look gawky unless properly fitted and so they are delighted when they find out that we cut special patterns for Medium Longs, Longs and Extra Longs. As far as we know, we make more combinations of sizes and body types in this field than any other manufacturer.

In a full-page advertisement elsewhere in this magazine we show a tall young man in one of our Marine Blue worsteds. It is a suit that can take anything in stride from the most important business conference to the most enchanted evening.

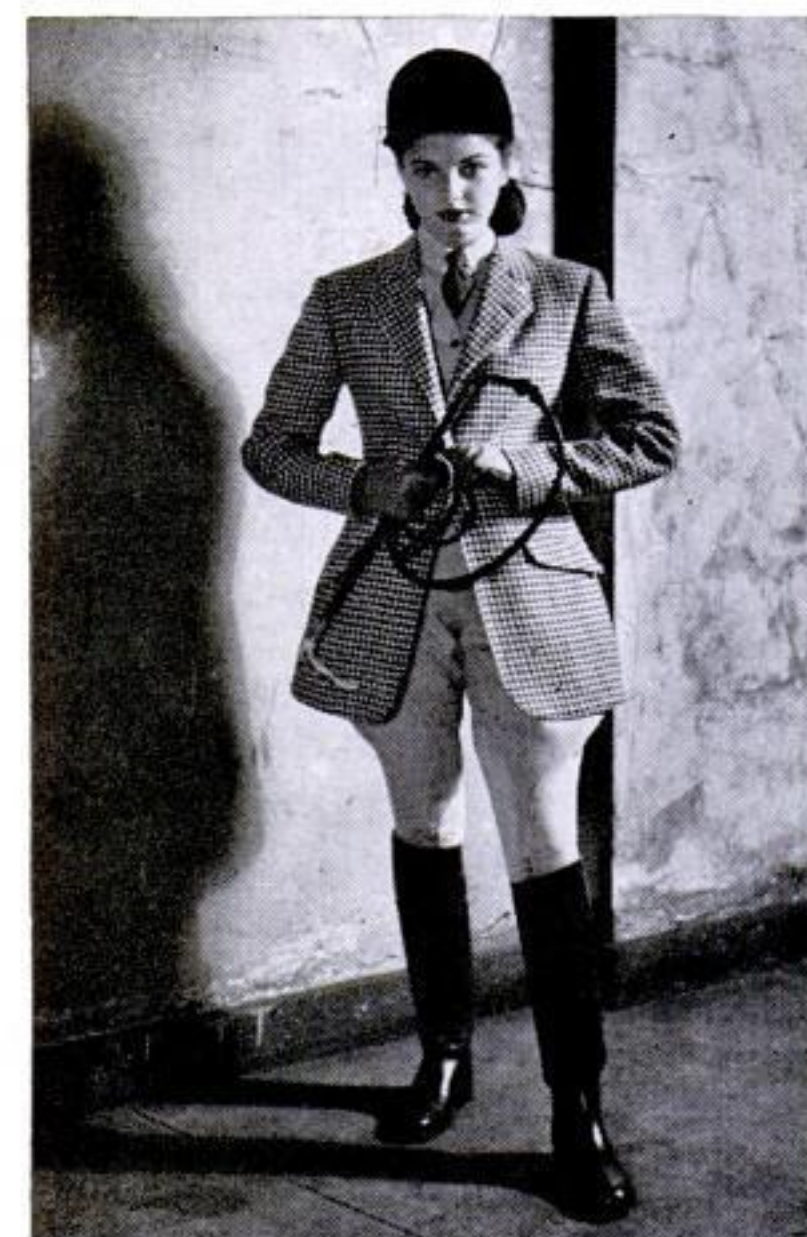
(Advertisement)

Lipizzans CONTINUED

AMERICAN HORSE SHOW HABITS



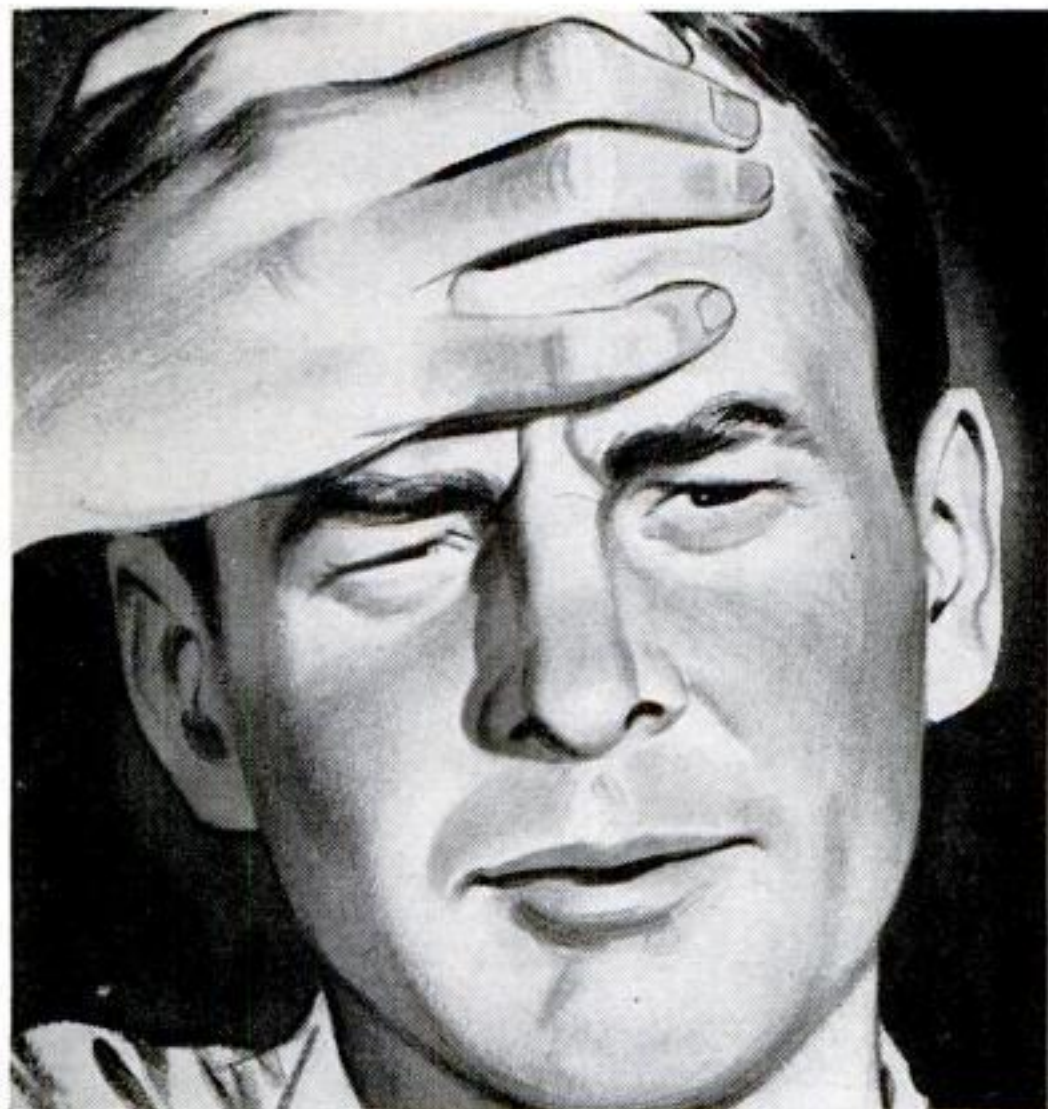
SHOW RING CLOTHES worn in competitive events at the National Horse Show are almost as rigidly traditional as the maneuvers of the Lipizzans shown on the previous pages. Fourteen-year-old Cary Latimer, shown on the cover and at left with her mother, displays below the clothes she wears at the show where she, like the Lipizzans, is making her New York debut.



VELVET CAP is usually worn by juniors under 16 with an informal habit for daytime hunter classes. Also customary are polished high boots instead of jodhpur shoes, tan whipcord breeches, a tweed coat. The vest is optional.



HARD DERBY is worn at any age with formal daytime habit for three-gaited horses. Cary's coat and jodhpurs are of gray gabardine. She wears the same habit for five-gaited classes but usually substitutes a checked vest for the gray.



Bufferin

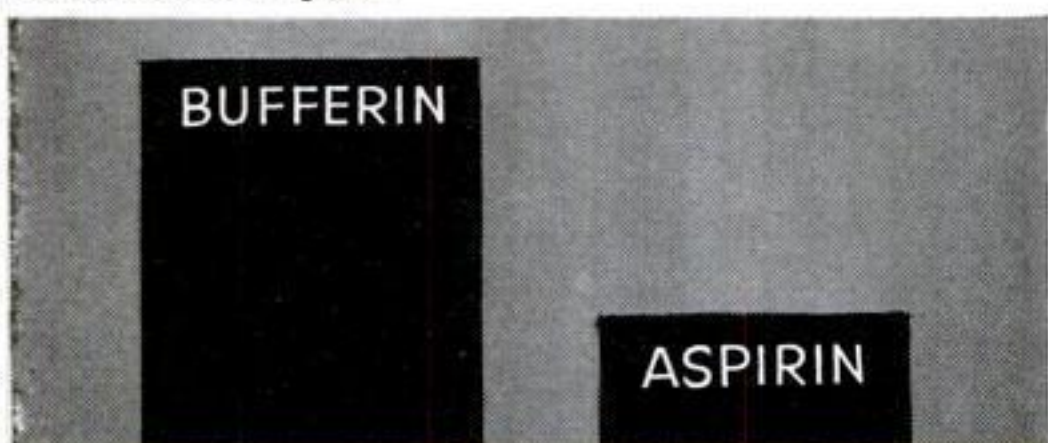
TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



No tablet or powder can give you relief from pain until the pain-relieving ingredients enter the blood stream. No tablet or powder can *enter* the blood stream until the Pyloric valve (the trap door of the stomach) opens. Bufferin opens the trap door, gets *into* the blood stream *twice as fast* as aspirin, acts *twice as fast* to relieve pain.

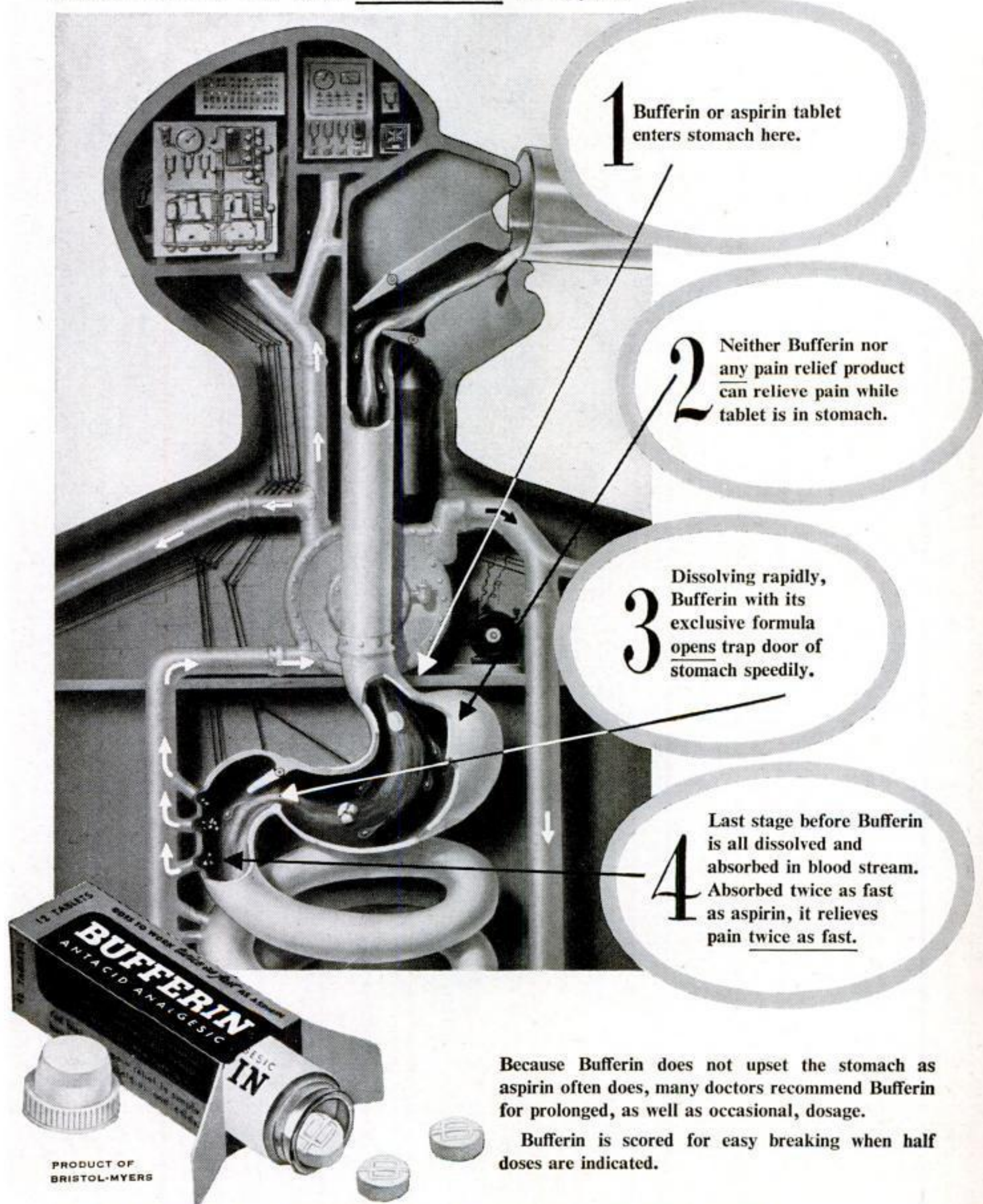


Clinical studies prove that Bufferin starts relieving pain *twice as fast* as aspirin. 20 minutes after taking Bufferin, people had *twice the amount* of pain-relieving ingredients in the blood stream as those who took aspirin. And Bufferin won't upset your stomach, because Bufferin is antacid, actually *protects* your stomach from aspirin irritation.



Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

Here's how Bufferin acts twice as fast as aspirin



Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

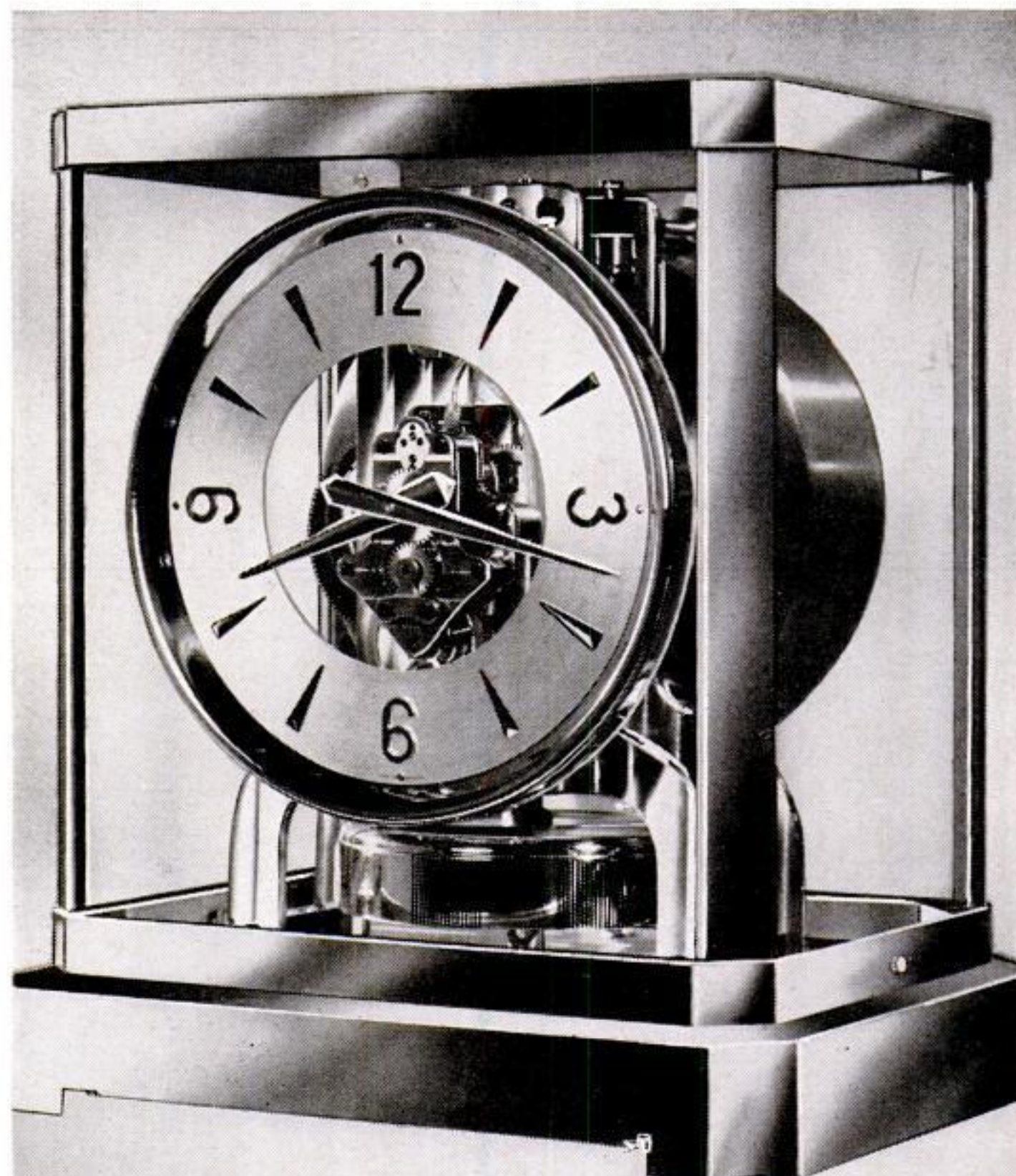
Bufferin is scored for easy breaking when half doses are indicated.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

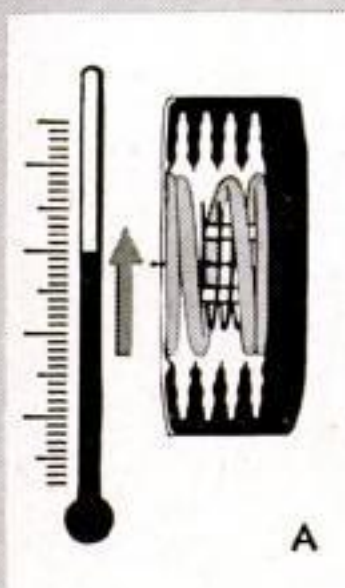
ATMOS—PERPETUAL MOTION CLOCK A MIRACLE OF WATCHMAKING BY LE COULTRE

MAKER OF THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

The exceptional quality of LeCoultre watches and clocks results from unsurpassed research facilities and the highest standard of precision workmanship in the entire field of watchmaking. The prestige of LeCoultre products throughout the world reflects more than a century of achievement in the art of watchmaking. And nowhere is the genius of LeCoultre more vividly demonstrated than in the miraculous Atmos — the most exceptional clock in all the world.



ATMOS. The Perpetual Motion Clock; perfect for gift or presentation. Created by LeCoultre, Atmos runs silently and accurately without hand-winding, without electricity, powered alone by the unfailing daily changes of the atmosphere. Atmos stands 9¼ inches high, with a base measuring 8¼ inches wide by 6¾ inches. Magnificently executed in bronze finish and glass with faceted stick dial. Anniversary Atmos \$165.



HOW THE ATMOS CLOCK WORKS

The perpetual power of the Atmos Clock is derived from an amazing aero-motor. The metal cylinder is filled with an inert gas which expands and contracts an inner "bellows" as the temperature of the air rises and falls. When the gas expands, the bellows contract (A); when the gas shrinks, through cooling, the bellows expand due to the pressure of its internal springing (B). This action winds the spring of the clock. A two-degree variation in temperature provides 48 hours of driving energy. When resting on a solid surface and properly leveled, the Atmos Clock runs with astonishing accuracy.



THE MOST COMPLICATED WATCH IN THE WORLD, made by LeCoultre. Chimes hours and minutes; shows day, date, month, phase of the moon and year, automatically compensating for leap years; split-second timer. A rare pocket piece. . . \$4200.



LE COULTRE AUTOMATIC, the only completely trustworthy, self-winding watch because of exclusive, built-in, reserve-power indicator. In gold-filled case \$71.50; in heavy 14K gold case. \$150



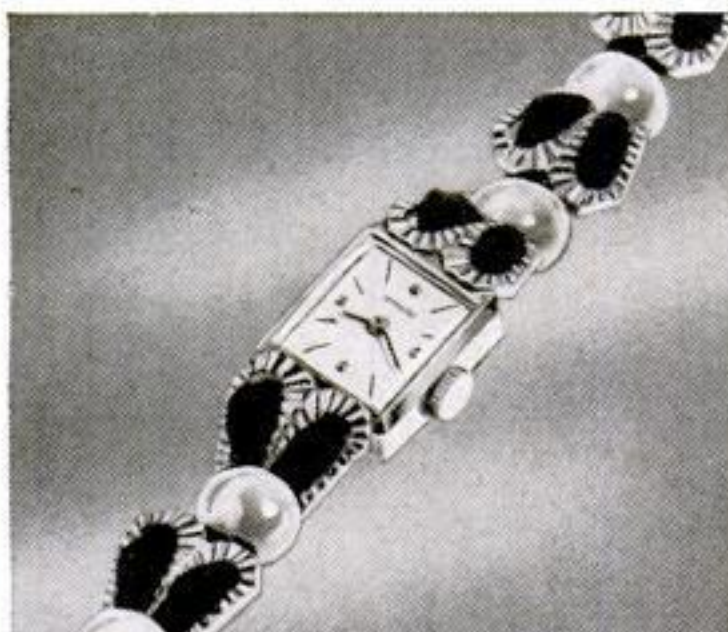
LE COULTRE CALENDAR-MOONPHASE. This handsome watch tells all the facts of time at a glance: hours, minutes, day, date, month, even the phase of the moon. Rectangular gold-filled case. . . \$99.50



LE COULTRE WRIST ALARM is a boon to time-cramped executives. Tiny, discreet bell alerts and reminds on the wrist; awakes on the bed table. Thin and modern. Gold-filled case. \$95.



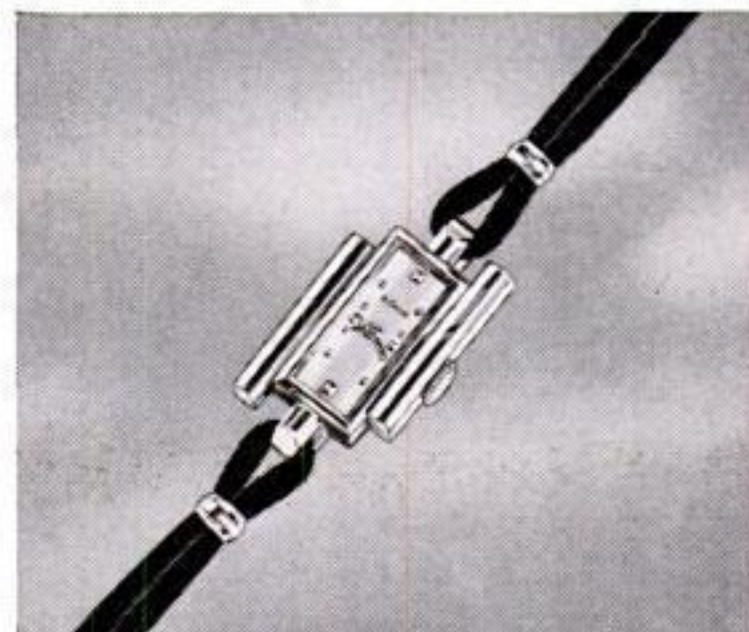
THE THINNEST WATCH IN THE WORLD has been made by LeCoultre since 1903. A work of unbelievable precision and delicacy of execution with a movement only .0531 inches in thickness. \$1950.



LE COULTRE EXHIBITION A. The luxuriously designed bracelet is woven through with a black suede cord; an exclusive LeCoultre design. 14K natural gold. \$165.



LE COULTRE BEAUX ARTS. Ladies' watch with suede strap. One of a new series of models made in matching styles "for Her and for Him". Gold-filled cases . . \$71.50



LE COULTRE FLAIR. An exquisite piece of jewelry for the wrist, and modern from its curved crystal to its lively abstract design. In 14K yellow or white gold . . . \$125.

VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTMANER WATCH CO., INC.

All prices include Federal Tax



FROM DAWN TO PAST DARKNESS, THE PRISONERS FELLED SIBERIA'S MIGHTY TREES. IF THEY FAILED TO REACH THEIR QUOTA, FOOD RATIONS WERE CUT

A JAPANESE PRISONER IN SIBERIA

A schoolteacher caught by the Russians in Manchuria paints his three lost years as a slave laborer

In September 1945, Misao Amano, a Japanese schoolteacher in Russian-occupied Manchuria, stepped out of his refugee home in Mukden to answer a call from the authorities for a "review." He left casual word with his wife and two small sons that he would be back in a few moments. But he did not return. Instead of going to a "review" he was shipped off to Siberia along with some 1,500 other Japanese.

The watercolors on these pages describe his

life there as a slave laborer. They show a little world of men set down in an immense wilderness, working desperately to appease as best they can the impersonal authority of the conqueror. As their hopelessness grew, many of the prisoners succumbed to overwork, cold and hunger—but some of them were able to survive, to be sent home as suddenly as they were shipped away. Amano was one of those who were at last repatriated. By Japanese count, some 300,000

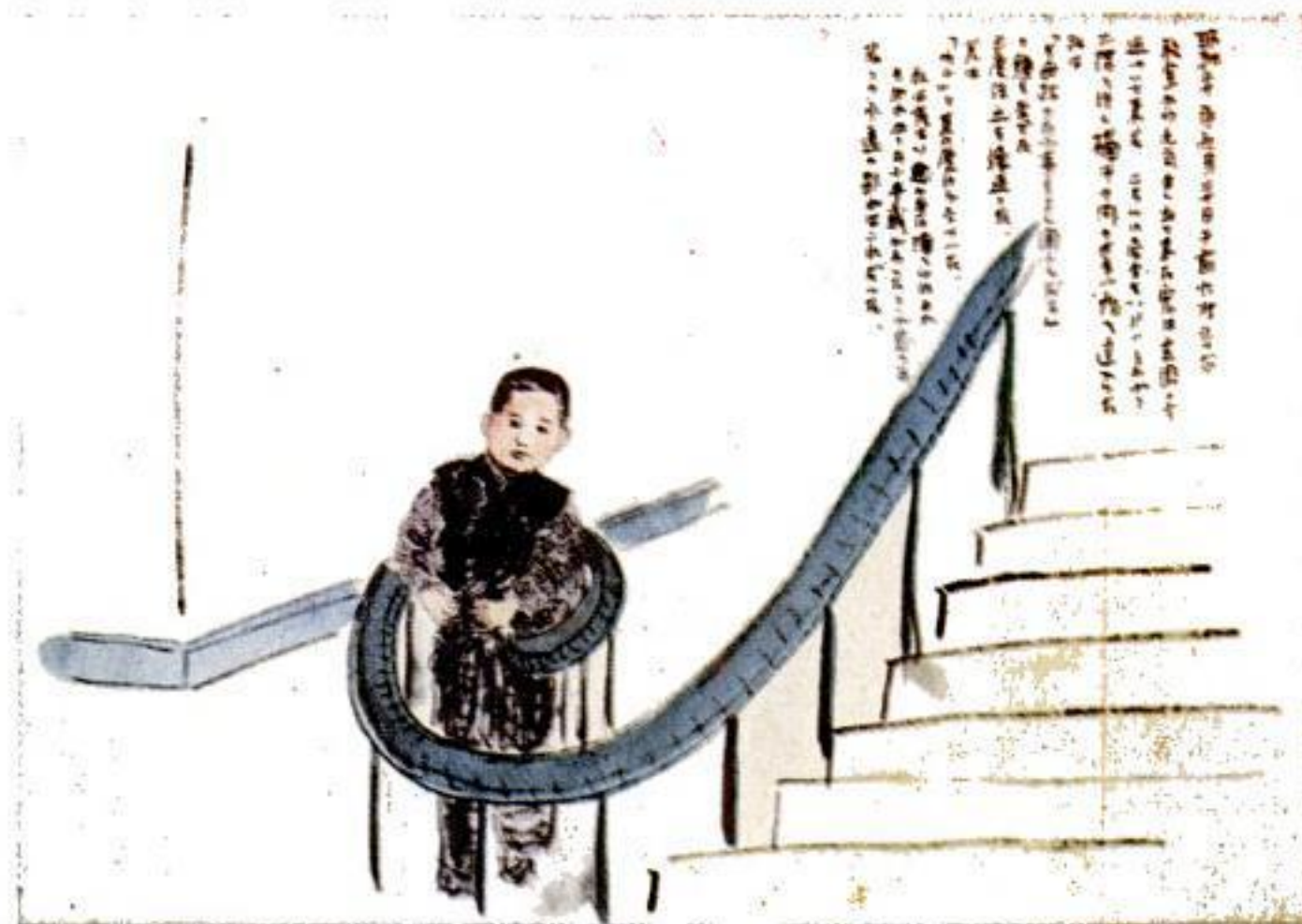
are still in Russian hands, their fate unknown.

Amano returned to his native village, where he received the news that his wife and sons were dead. As a final tribute to their memories and to his 250 comrades who had died in Siberia, he made these sketches, recording three grim years, in the soft and delicate style of Japanese painting. A Methodist missionary who saw them in Japan sent them to LIFE. Now teaching again, Amano remarried and has a daughter.

CONTINUED ON NEXT PAGE



1 A LAST LOOK at his younger son, Osamu, aged 4, was taken by Amano as he left the schoolroom which had been their home since their own house was plundered at the war's end. Osamu called, "Where are you going, Daddy?" "Just down the street for a few minutes," Amano answered. Three years later he learned that Osamu, left alone when his mother and brother died, had tried to live the life of a scavenger. "Finally, losing strength, then health, his life passed away."



2 HIS OLDER SON, Hiroshi, aged 5, was playing in the curved bannister of the stairs as Amano went out. He remembers: "An inner foreboding moved me to say twice, 'Listen to your mother, Son.'" These were the father's last words to his boy. Later, while Amano was en route to Siberia and praying for his family's safety, his wife and two sons were put in a detention camp with the families of other deportees. Penniless, almost without food, first the mother, then Hiroshi, died.



5 A BAZAAR in a nearby village was one of the few recreations the prisoners had. "Small bazaars were held daily, while major ones, where livestock was sold, took place once a month. Unrationed items could be sold freely. Russian soldiers, at 30 rubles a month, could do a little buying. Aside from ration distribution points, few stores were operated in the villages of Siberia. We prisoners, who had no money to spend, could only watch the happy occasion from a distance."



6 STOLEN MILK helped supplement the prisoners' diet. "Cows got so hungry they would eat human dung. We learned to entice the cows with frozen, salty urine, while another of our group would milk the cows dry. Angry farmers charged us with the theft, but of course we knew nothing about it. I say, in defense of our conduct, that we were driven to these ends partly by necessity in order to live, and partly by a kind of futile inner drive to retaliate against our captors."



9 FINDING GRASS for food was a constant preoccupation. "Grub worms, grass, roots—we learned to eat them all. We watched the cows. We felt that what they ate was not poisonous. What they ate, we ate. But some people ate the wrong kinds of grass and became ill. I heard there was a man at Irkutsk Detention Camp who died of eating poisonous grass. At the end of May garlic would appear in the swamps. We preserved it with salt. The Russians also sold it at the bazaar."



10 ON MAY DAY, prisoners carried the Red flag and sang with hopeful ardor. "The Russians did everything possible to educate us in the philosophy of Communism. The newspaper on the wall was changed regularly. Pictures of Lenin and Stalin beamed on us wherever we went. On May Day we staged a big demonstration. 'We will make Japan Communist,' we cried. At the same time we hoped that we were depositing another yen toward the purchase of our ticket home."



3 ON THE WAY TO SIBERIA, Amano and his fellow prisoners, 1,500 in all, were packed tightly in a long freight train. "The train went northward, but we did not know our destination. Occasionally along the way we were let out for a little fresh air and exercise. Then we were ordered back into the cars. I stood for a moment, however, looking back toward Mukden, breathing a prayer for my family." The trip to their destination, near Irkutsk, took nearly two months.



4 THE BARRACKS HOME for 1,500 Japanese prisoners "was not like any ordinary house. Half the building was below the ground. The upper half was covered with dirt and snow. The dark, damp, rancid atmosphere was oppressive to death. Each of us had about 1½ by 5 feet of floor space to live in. The temperature was 40 degrees below zero when we arrived. The snow was 30 centimeters [about a foot] deep. Several of us died right after we were taken out of the train."



7 LOADING WOOD which they had cut was one of the prisoners' most killing jobs. "The height of the pile on a truck was five meters [about 16 feet]. When we had to pile wood on more than 10 trucks we had so little time for lunch that we ate it standing. When our quota was increased to 14 trucks a day, we got so tired that at the end we had no energy left to go home. We grew thinner day by day because of this heavy work. We worked sometimes until 10 o'clock at night."



8 LAYING A WATERLINE to the town of Nizhneudinsk, the prisoners worked without machinery of any kind. "The line had to be 11 feet below the ground to protect it from freezing. A one-man digging quota each day was an area 4½ feet long, 11 feet wide and 11 feet deep. There was only human labor to handle the masses of rock. Always there was the fear; failure to reach the quota means less food; less food means less strength; less strength means less work to fill the quota."



11 HOMEWARD BOUND at last, the prisoners showed more enthusiasm than ever for the Communist cause to make sure they would not be turned back at the last moment. "Using our demonstration materials, we decorated our freight cars. Our purpose was to reveal a burning zeal for Communism, whether sincere or calculated. In our midst, of course, there were some thoroughgoing converts. These would join the party in Japan and work there to strengthen the cause."



12 THE JAPANESE HOMELAND appeared to Amano finally over a ship's rail. "The first sight of the green mountains filled us with an inexpressible emotion. An almost unbearable happiness welled up within me, but it was cut through with a cold shaft of fear: 'Was my family able to return safely?' The sickening pain I felt later on learning of their death was not vastly greater than the apprehension which filled my heart as our train sped toward my home."

How about a spicy Texas-style supper tonight?

It's mighty delicious ma'am—this Texas-style Armour Chili!
And it's mighty easy fixin', too—for all you do is heat it up.
But be sure you heat it to boiling to bring out all the rich, full flavor
of the lean, chopped boneless beef, the prize red pinto beans and
the spicy sauce that makes it real Texas-style chili. Serve it piping hot
in big bowls with crisp, salty crackers and a tossed green salad.
It'll be another of your favorite Armour Pantry-Shelf Meals!

Money-Back Guarantee! If you don't agree that Armour Chili
is the best you ever tasted, send the label to Armour and Company,
Chicago 9, Ill., and your money will be refunded.



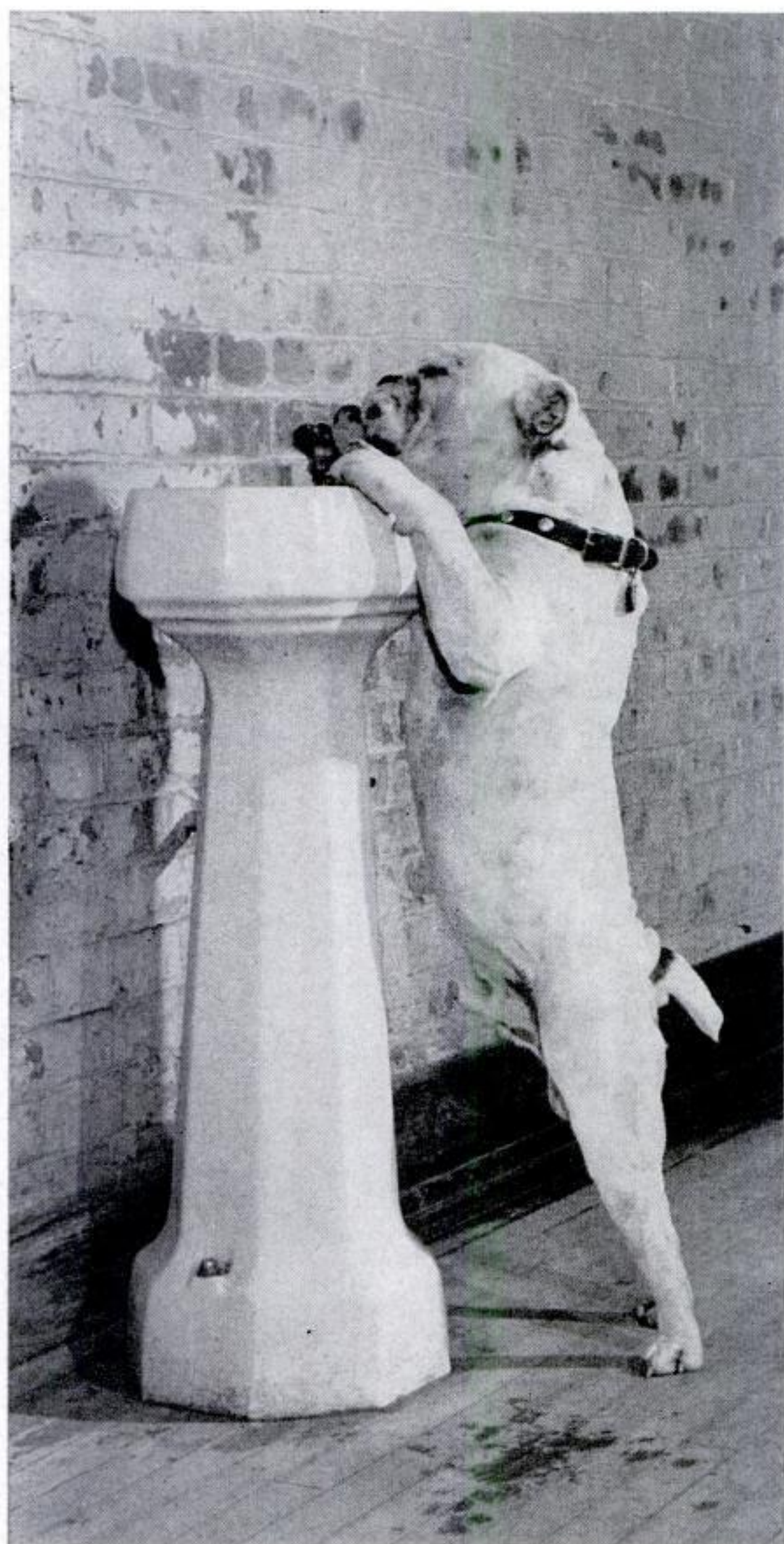
More than 25 different Pantry-Shelf Meals come from
the famous Armour Kitchens. Fine Armour meats
and home-like cooking care make them taste just
like your own good cooking. Take home several
kinds next time you go to the store. Join the millions
of women who save millions of hours with
delicious Armour Pantry-Shelf Meals.

Tune in STARS OVER HOLLYWOOD
Radio—CBS Saturday Daytime • Television—NBC Wednesday Evening



ARMOUR Pantry-Shelf Meals

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ON: LAST LAP of campus wanderings Bruiser, in the biology hall, exhibits the objectionable behavior that got him kicked out of school.

BRUISER GETS BOUNCED

Purdue bulldog, class of '51, shifts to DePauw

Although the youngest inhabitant of the Phi Gamma Delta fraternity house at Purdue University, Bruiser, a 3-year-old English bulldog, was one of the best-known Phi Gams in school. Until this fall, start of his senior year, he was also one of the best-loved. As the fraternity's mascot he had full freedom of the Lafayette, Ind. campus. His fame spread when he won third prize in the Purdue ugly-man contest. But recently, like many a youngster who lets campus success go to his head, he got careless. He took to hogging the drinking fountains, keeping late hours, snoring in class and nuzzling the food handlers in the student union cafeteria. He also was known to have access to the second-floor lounge of the Kappa Alpha Theta sorority house, where his fraternity brothers, and all males for that matter, are rarely allowed. The campus police chief complained of his escapades. Finally the director of student affairs called him on the carpet and reluctantly—for Bruiser had seemed a dog most likely to succeed—expelled him from school. Anxious to see him continue his college education, the Phi Gams found him a refuge in their chapter at DePauw University, where Bruiser last week was trying to make a new start.



ON LAST TRIP to the office of Dr. G. L. Davis, director of student affairs, Bruiser takes his grim fate lying down. If his grades had only been good, it might have been a different story.

Low down payment, easy monthly terms
for the greatest tank cleaner value ever

NEW Hoover®



AERO-DYNE
MODEL 41

with
"controlled
suction"

ONLY
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and your old cleaner

*You'll be
happier
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Great new Hoover : : : new low price! Hoover's great new idea in cleaning, "Controlled Suction," gives you most effective suction where you need it most—at the point of contact with rug or floor! Famous "Litter-Gitter" nozzle gets deep-down dirt, stubborn litter fast. New Disposable Dirt Bag ends messy dirt removal. Cleaning tools included.

See the new Hoover AERO-DYNE Model 41 in your home! Hoover Cleaners are sold only through established local merchants. See your classified phone book. Call for a home showing, without obligation, of any of Hoover's three great Triple-Action models or two new AERO-DYNE tank cleaners.

**Dirt's in the Bag
—no messy dirt
removal!**

Prices slightly higher
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Prices subject to increase
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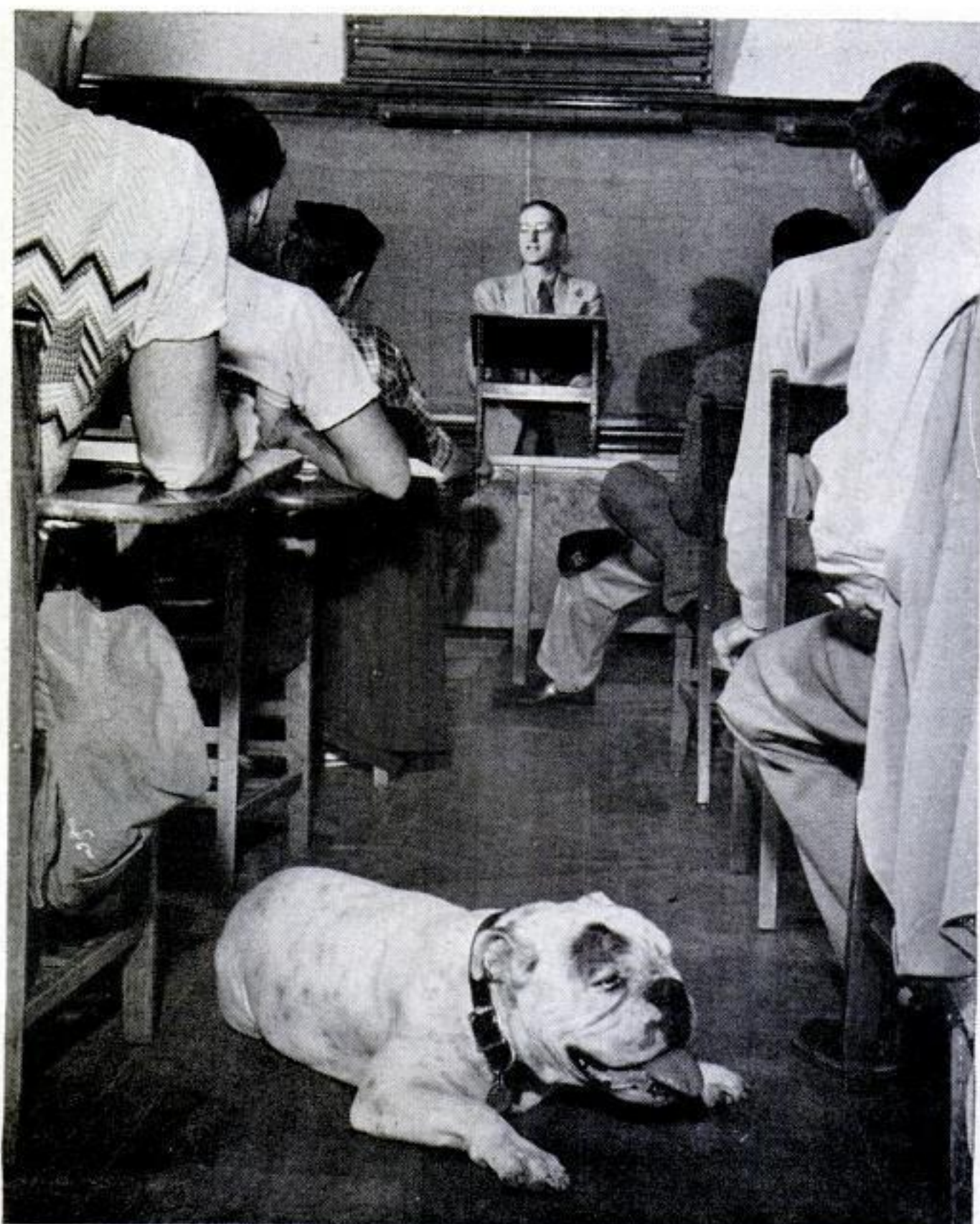


THE HOOVER COMPANY, North Canton, Ohio;
Hamilton, Ontario, Canada; Perivale, England

Bruiser CONTINUED



IN CAFETERIA at the student union building gauche Bruiser has the effrontery to snatch morsels from a student's tray before the food is even paid for.



IN CLASSROOM Bruiser sleepily turns back on a political science lecture. Once a professor told him, "Get out of here—you passed this course last year."

CONTINUED ON PAGE 72

So exciting, these Lord and Lady Elgins with the

flair of the future

BRILLIANT NEW STYLING... THE MIRACLE OF DURAPOWERS...
IN AMERICAN-MADE WATCHES FAMED FOR QUALITY SINCE 1865



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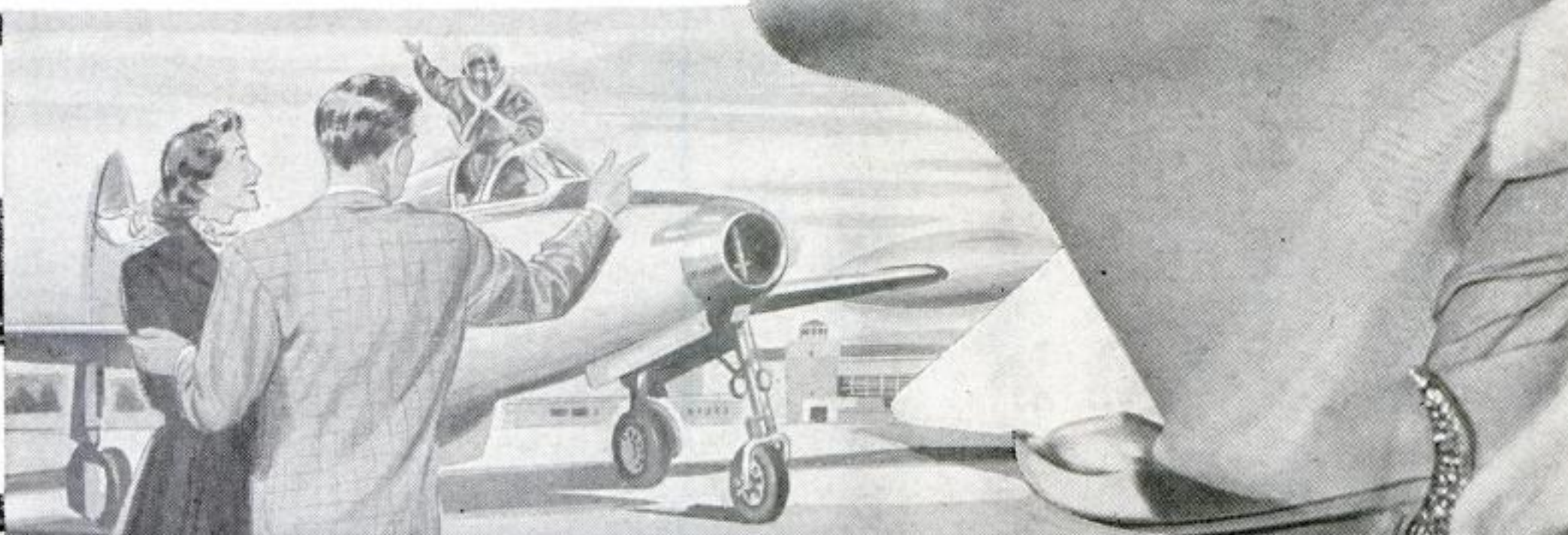
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\$13000

STYLED BY HENSLEE

Nowhere but here in America can so many people so quickly have what's new and better. American-made Elgin Watches prove this.

The *flair of the future* is captured in their brilliant new styling. It is found in such dramatic advances as Elgin's exclusive DuraPower Mainspring. Made from a wholly new alloy of metals, this mainspring has proved the most dependable power for

accurate timekeeping ever put into a watch!

And these Elgin extra values add more joy to the possession of a watch already outstanding in fame. See your jeweler for the new Elgins with the *flair of the future*.

Lord Elgins (21 jewels) and Lady Elgins (19 jewels) are priced from \$67.50 to \$10,000. Elgin DeLuxe (17 jewels) \$49.75 to \$71.50. Other Elgins as low as \$29.75, incl. Fed. Tax.

*Made of "Elgiloy" metal. Patent pending

ELGIN GUARANTEES THE
*DuraPower Mainspring**
WILL NEVER, NEVER BREAK!

If a DuraPower Mainspring should ever break in service it will be replaced without charge by any Elgin Watch jeweler or the Elgin National Watch Company, Elgin, Ill.



\$7150

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Good?
They're
Wonderful!



"We
use
nothing
but
the
best,"
says
HUGH
BLINE,
your
Barman
in a
Bottle!



■ Serving Heublein ready-mixed cocktails is like having an expert bartender on duty at your home. Heublein's cocktails are masterfully made of finest liquors. The ingredients are *thoroughly* inter-married for exceptional smoothness. To sum it up: serve Heublein's—for better cocktails, with less work! Eight kinds, including:

MANHATTAN, 65 proof
EXTRA DRY MARTINI, 65 proof
SIDE CAR, 60 proof
DAIQUIRI, 60 proof

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S
Club
COCKTAILS

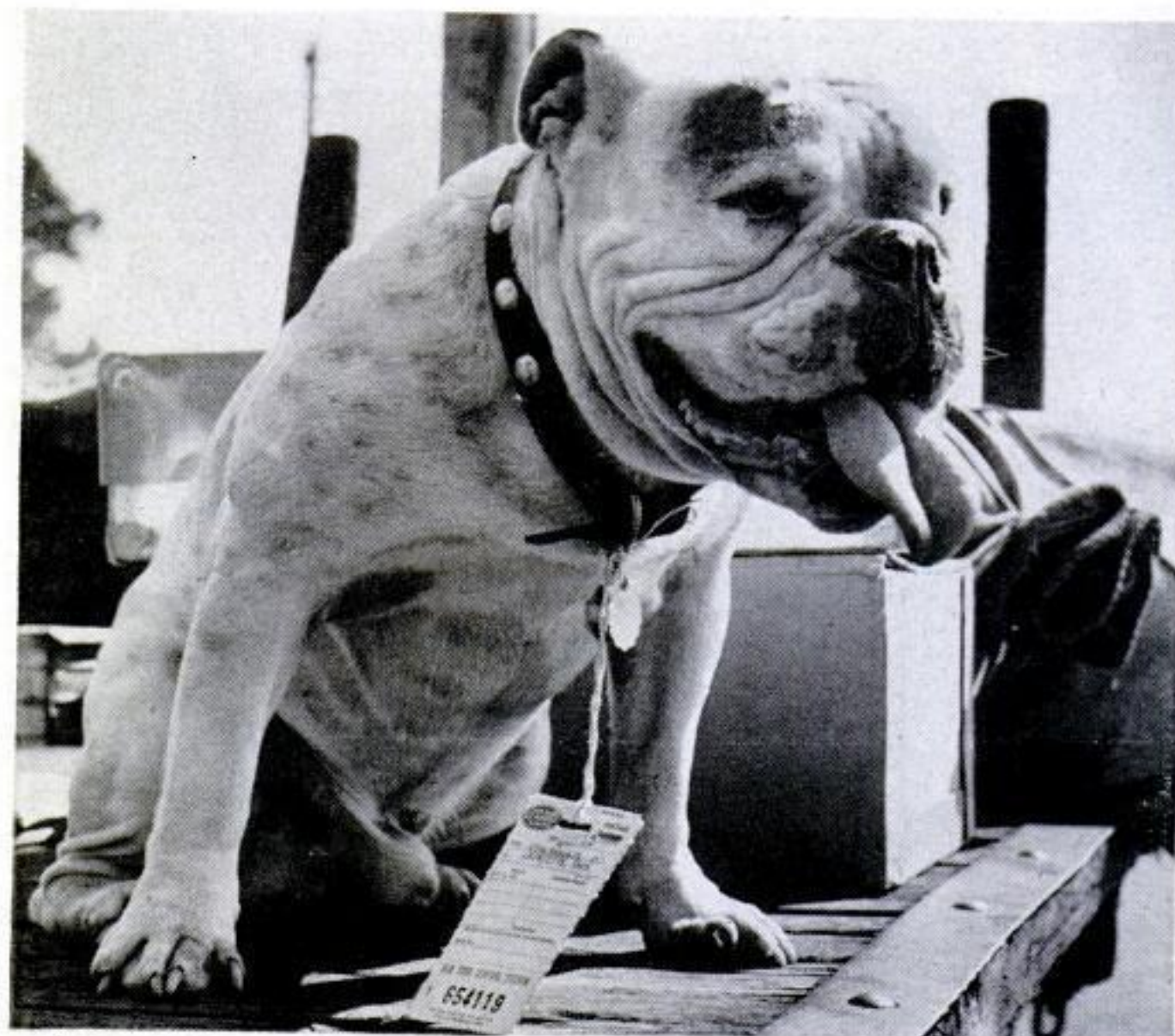
Bruiser CONTINUED



AT HIS GOING-AWAY PARTY, an open house given by Phi Gams, Bruiser had the decency to wait for his cider and doughnuts until guests were served.



IN LOVING ARMS of Theta Dorothy Bryson, Bruiser accepts a farewell hug with a supercilious smile. He knows he will meet plenty of new girls at DePauw.



ON BAGGAGE TRUCK at station he is consigned to Phi Gams at DePauw. Realizing too late the enormity of his disgrace, he now wears a hangdog look.



No grandstand plays...no offside claims

— just a TREAT instead of a TREATMENT

...that's **Old Gold!**

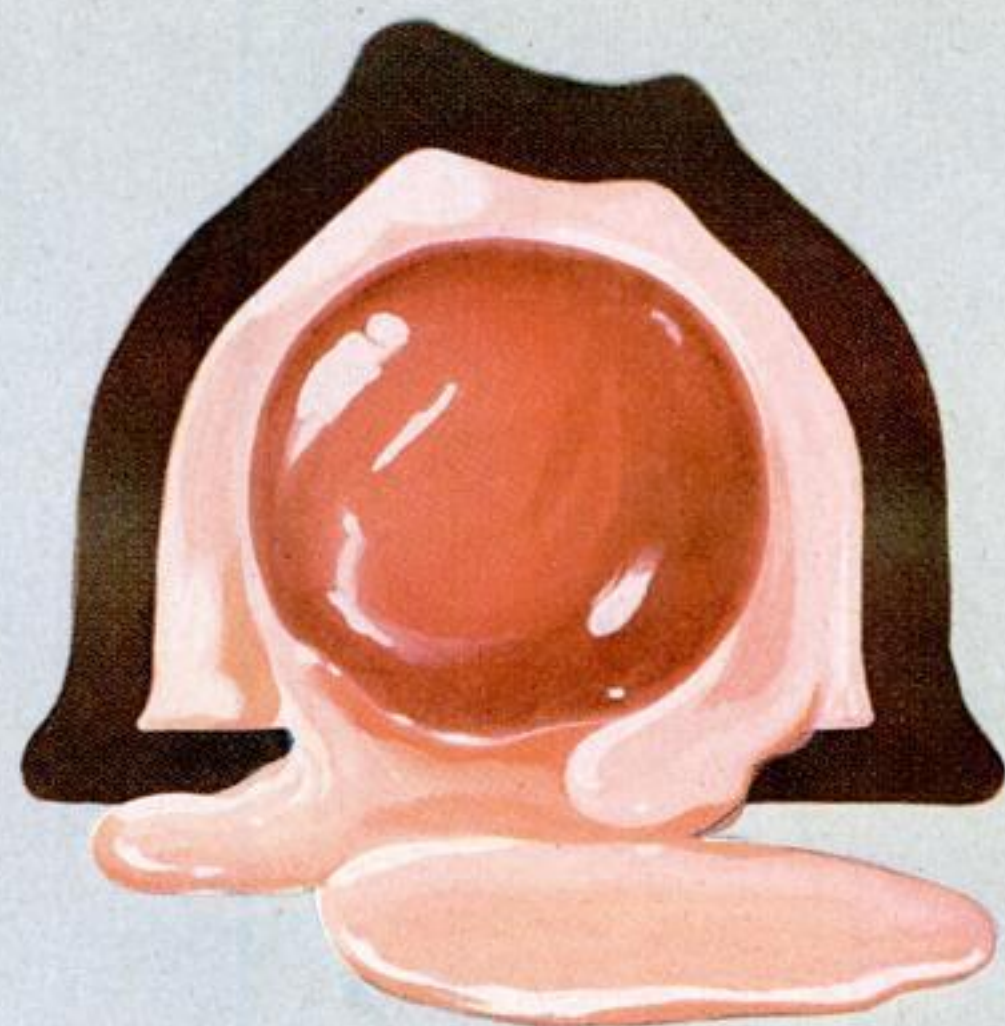


JOHN FALTER

Pick Brach's
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Chocolate Cherries pick the finest!



Brach's Chocolate Cherries—thick bittersweet chocolate covers selected plump cherries centered in smooth, cordialled vanilla creme. Only the finest imported flavors are used in this fine Brach candy. 24 tempting pieces to the pound.

Brach's

MAKES THEM BETTER



**LARGER-THAN-LIFE-SIZE PICTURES
... A SET YOU'LL BE PROUD TO OWN**

For *your* home... the charm of 18th century styling... the standout performance of new Motorola TV, 19 inch screen! 2 simple controls. Bilt-in-Antenna. Fine-grained, hand-rubbed mahogany. **Model 19K3**

**EVERY HOME HAS SPACE FOR
THIS COMPACT TABLE SET**

See more... save more! 16 inch, life-size rectangular picture... clearer, brighter than ever before. "Performance-tested" chassis in space-saving cabinet. 2 simple controls. Bilt-in-Antenna. In smartly patterned mahogany or limed oak. **Model 17T1**



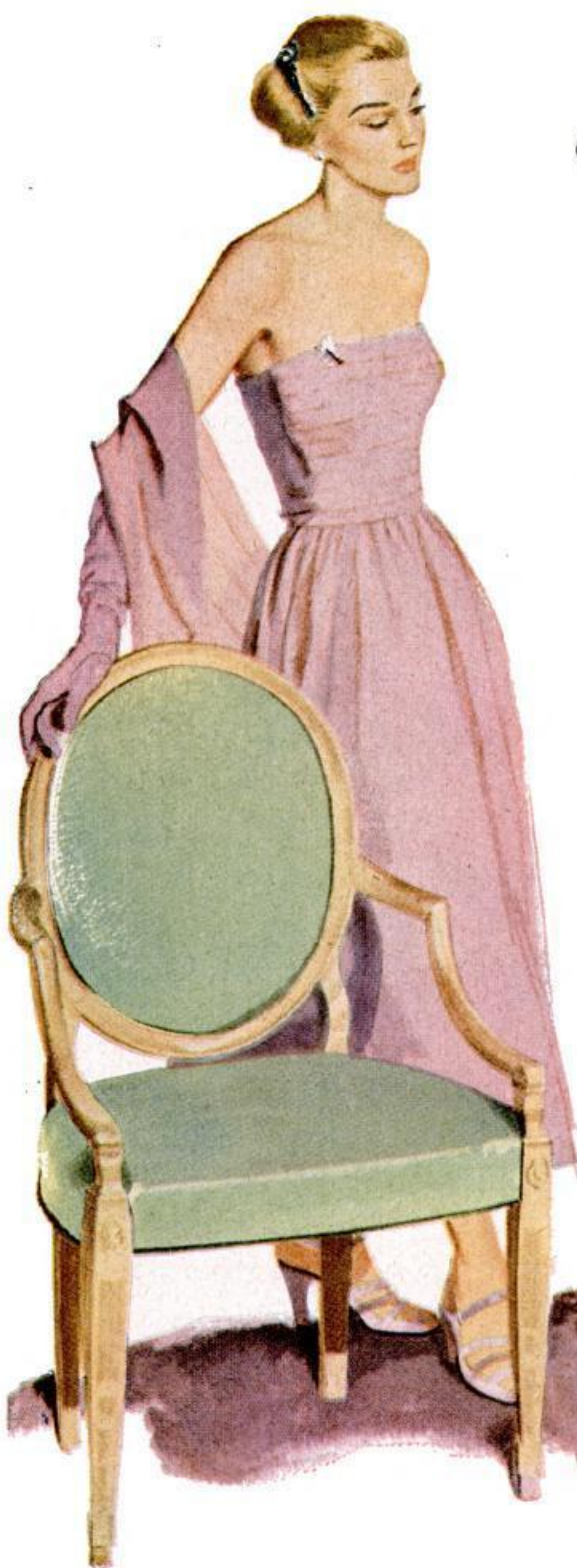
OWN A MOTOROLA...AND YOU KNOW YOU OWN THE BEST

Motorola TV

**THE ENTIRE FAMILY WILL ENJOY
THIS BEAUTIFUL NEW COMBINATION**

Better-than-ever Motorola TV, 16 inch screen... "Golden Voice" FM/AM radio... 3-speed phonograph. This breathtaking TV combination gives you *all*... *plus* a spacious record compartment. Handsome cabinet in hand-rubbed mahogany or lovely limed oak.

Model 17F5



there's a Motorola TV set to fit your budget . your home . your family

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see your classified directory for name of your nearest Motorola dealer

ANDY WALKS IN

Wounded soldier surprises his family by coming home unannounced

In Stockton, Calif. Mr. and Mrs. Frank Faccini anxiously waited word from their son Andrew, 20, who had been wounded in the stomach by Korean shell fragments. Knowing he was on his way to the U.S., they had their clothes pressed and the car greased for a trip to whatever hospital he was sent to. But Andy likes to pull surprises. Sent to a hospital 70 miles from home, he

got a three-day pass and a ride to Stockton. His mother glanced out a window just as Andy came across the yard. "Oh, God," she cried, "I thank you, I thank you!" When the family saw him everyone cried. Andy had lost 55 pounds and was too weak even to crack jokes. "Fatten him up," said his father. "Lots of spaghetti." "Only his eyes are the same," whispered his mother.



LEAVING HOSPITAL HE VISITS WITH PATIENTS



BEHIND SCREEN DOOR ANDY IS EMBRACED BY SISTER CLORIENDA AS SHE ARRIVES HOME FROM ERRAND. AFTER SHE SAW HIM, SHE CRIED FOR 10 MINUTES

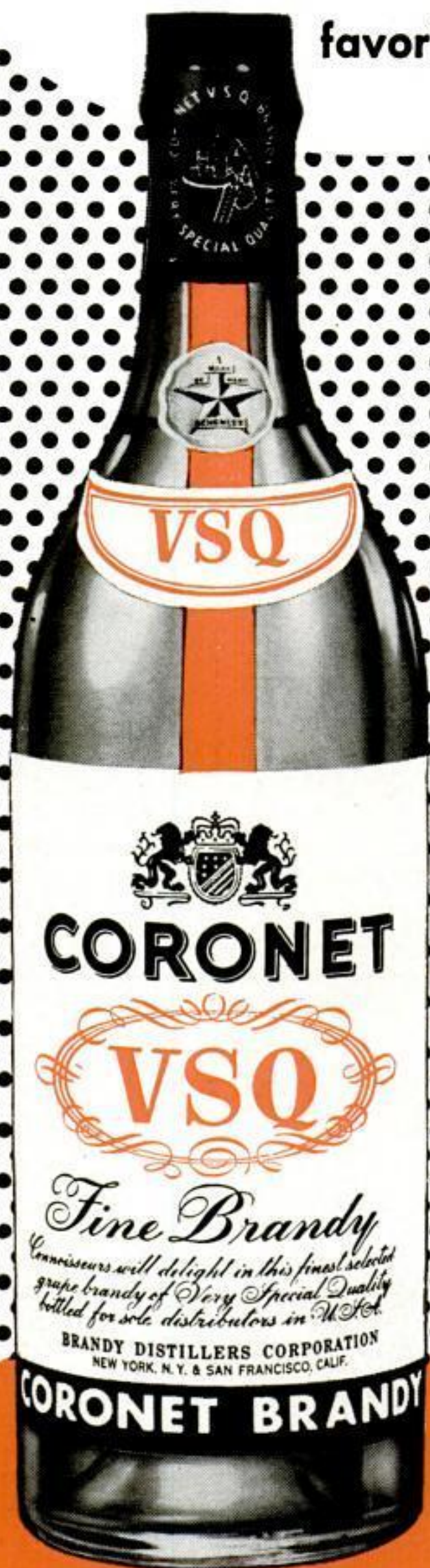
America's largest selling brandy

CORONET brandy

makes the lighter highball...

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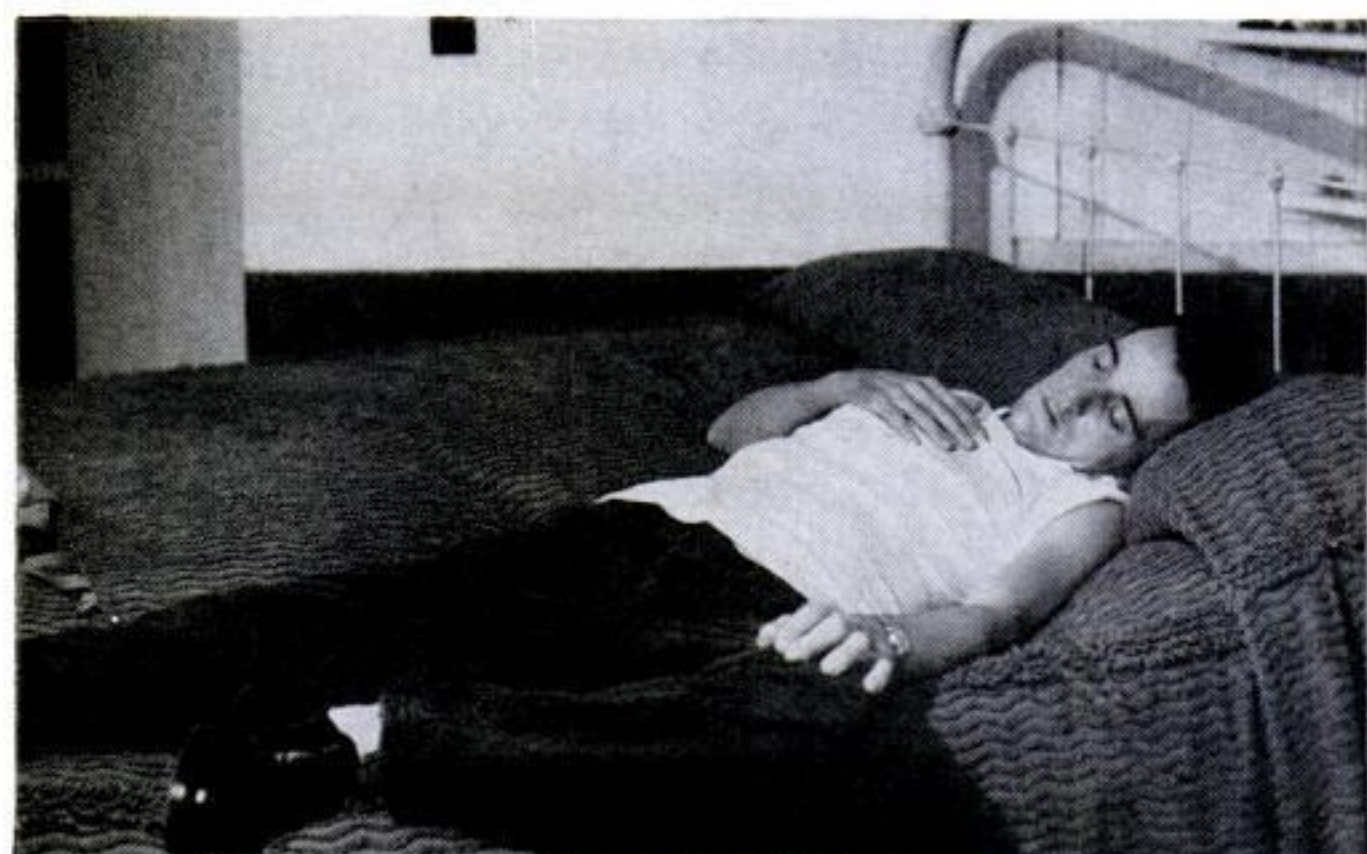


Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q." Brandy Dist. Corp., N. Y. 1, N. Y. California Grape Brandy 84 proof.

Andy Walks In CONTINUED



ANDY KISSES FATHER, a blacksmith, who was photographing Andy's niece (right) when he arrived. Looking on are his mother, brother-in-law, sister.



FEELING PAIN from wound during dinner, Andy lies down on cot to rest. Doctors told him it might take two months before he could eat comfortably.



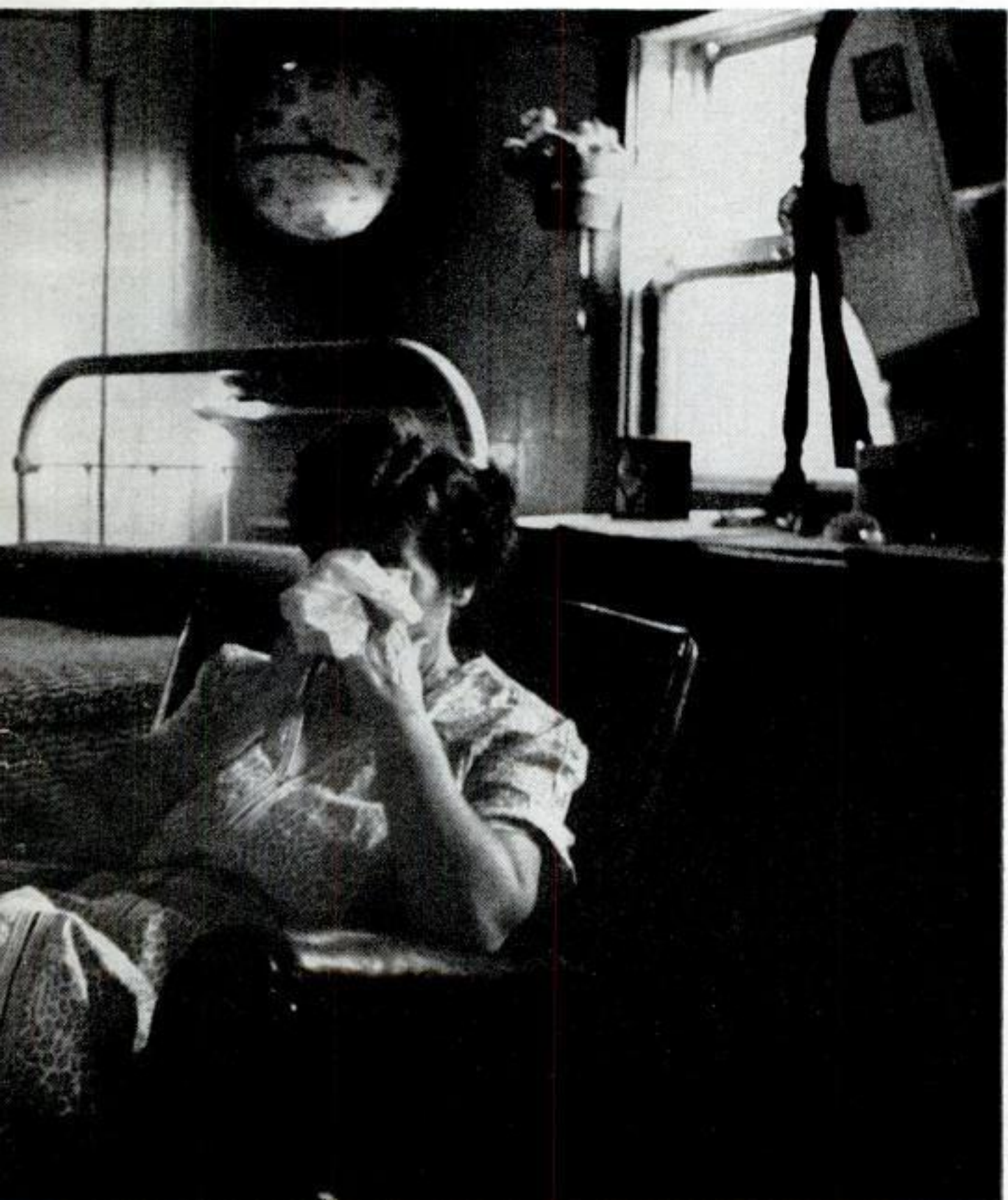
TRYING TO BE BRAVE, Andy's mother sits across bedroom from rest of family. Later she brought out box in which she had saved mementoes of her



FORMER BOSS, John Morganelli, feels guilty because, when he told Andy he ought to work harder in filling station or join Army, Andy got mad and joined.



FRIENDS Charlie Abate and Geno Covello, World War II veterans, run a clothing store. When Andy tried to talk about fighting, they asked about chow.



son: Andy's 1948 hunting license, a half stick of gum she found in his clothes, a Cellophane wrapping from his Mother's Day gift to her, two traffic tickets.

AMAZING NEW LEWYT INVENTION

makes Lewyt Vacuum Cleaner a Carpet Sweeper too!

LOOK!
Attached...it's a
VACUUM CLEANER

PRESTO!
Simply detach
the hose...and

CHANGE-O!
By Itself...it's a
CARPET SWEEPER



WITH THE LEWYT, it's the world's first high-suction Rug Nozzle with a revolving brush! Its pick-up of embedded dirt, threads, even dog hairs will astound you! So much lighter, quieter, easier rolling, too! Self-cleaning; self-adjusting — perfect for "highs-and-lows" in sculptured carpets!

WITHOUT THE LEWYT, it's the world's most amazing carpet sweeper! Crumbs, tobacco, bits of paper—nothing escapes it! *Never needs emptying!* It empties itself when used as a vacuum cleaner! *Lower slung...* streamlined for wall-to-wall cleaning...and just about *half the weight* of ordinary sweepers!

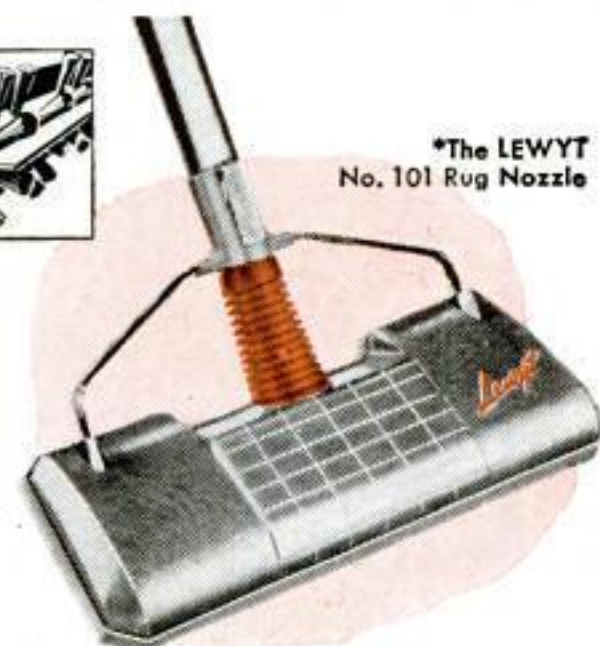
WORLD'S FIRST HIGH-SUCTION RUG NOZZLE WITH REVOLVING BRUSH

Greatest home cleaning invention in 20 years! It's a 2-in-1 work-saving, miracle! Only Lewyt has it!*(Optional Equipment. Present Lewyt owners can purchase at nominal cost.)



*The LEWYT No. 101 Rug Nozzle

NO DUST BAG TO EMPTY
DO IT with **LEWYT**



NO DUST BAG! SIMPLY THROW OUT LEWYT'S NEW PAPER "SPEED-SAK" A FEW TIMES A YEAR!

It's quiet—no annoying roar! • Allergy-proof filter system!
• Neat, compact storage • 10 light, easy-to-use attachments that dust... sweep floors... clean drapes... spray paint... wax... de-moth! • Costs no more than conventional cleaners!
SEE THE NEW LEWYT TODAY! DEALERS EVERYWHERE!



Listed by Underwriters' Laboratories

LEWYT CORPORATION, Vacuum Cleaner Division,
Dept. 11, 70 Broadway, Brooklyn 11, N. Y.

☐ Without obligation, rush me FREE copy of Lewyt's brand new 16-page full color book "Home Cleaning Made Easy"!
☐ I want to see Lewyt's Vacuum Cleaner-Carpet Sweeper invention perform on my own rugs!

NAME _____
ADDRESS _____
CITY _____
COUNTY _____ STATE _____

News About the Fall Pork Crop

THE MEAT TEAM

-Farmers, packers and retailers-
ready to provide this nourishing
food where nation needs it most



"I grow it"

The livestock raiser has to keep 'way ahead of the demand for meat. It takes nearly a year for him to grow a pig or lamb crop—up to three years to produce a market-size beef steer.

"I process it"

It takes an army of skilled workers in meat packing plants to turn "meat on the hoof" into meat for the table—or meat for the mess kit.

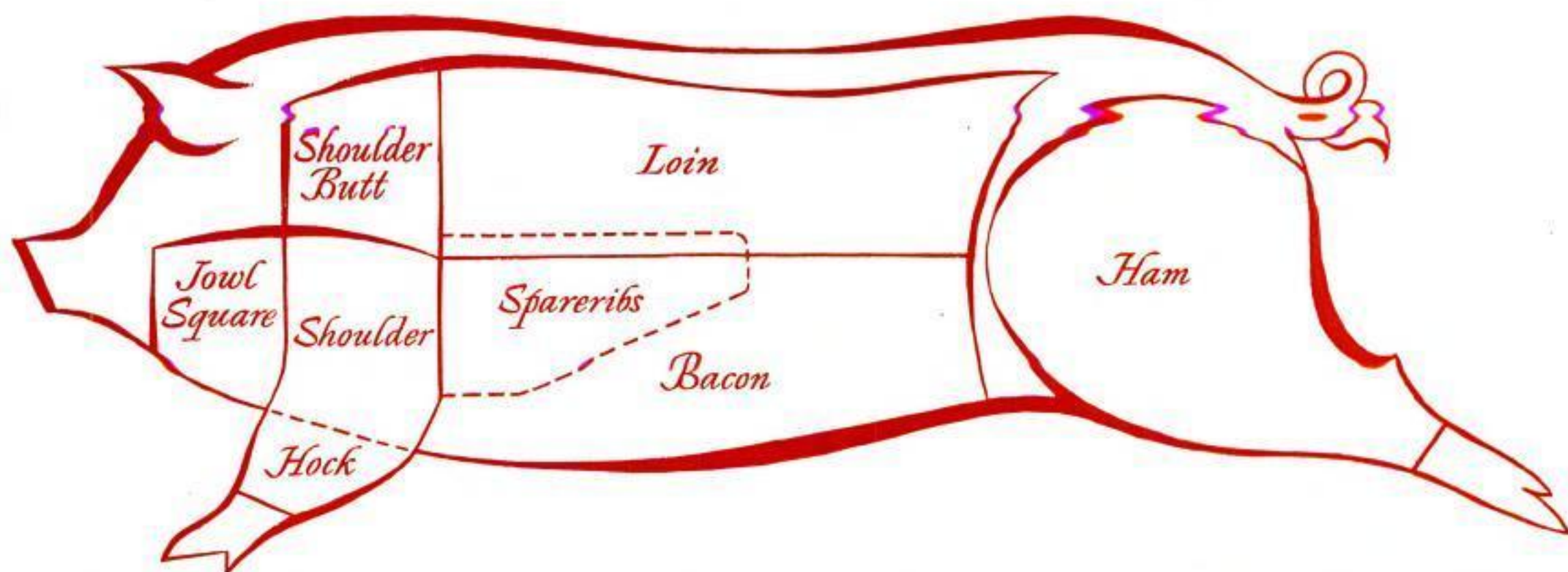


"I sell it"



There's enough meat to "go around"—including the meat needs of our armed services. So let's all shop wisely and make the most of every pound of meat we have. Your meat-man will help you.

Only about 55% of a porker is meat and only about half of that is loin roasts and chops, ham and bacon. This is a particularly good time to learn more cuts.



GOOD PICKS IN PORK that help you make the most of America's vital meat supply

The most welcome news that the meat industry can report to the nation right now is "More meat coming." Most of the increase in supplies will be in pork, and it will be spaced over the next several months.

On America's farms, livestock growers have been busy turning last year's bumper corn crop into the nourishing meat that is so urgently needed this year.

The big fall pork harvest is well under way. Already truckers and railroaders

have started moving the porkers from farms to packing centers. In meat packing plants, skilled workmen are getting ready to smoke more hams, cure more bacon, make more sausage, move more fresh pork into the nation's supply lines. And your retailer is ready to offer you a wider selection of cuts.

So when you shop for the best buys in pork during the months ahead, remember you will be helping to make the most of America's vital meat supply.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

Members throughout the U. S.



MEAT

Serves the Nation

make the most of every pound



America's Meat Team is made up of the millions who "serve the meat" all the way from farm to you—livestock growers, meat processors, meat retailers, restaurant operators, and people in marketing, transportation and distribution. It's a big team—doing a big job every day.

The World's First Modern Development the Building of



HERE'S THE NEW 1951 NASH AIRFLYTE, the road hugging twin of the fastest things that fly—the flashing aerodynamic beauty that's been proved best by wind tunnel test. Note the handsome new grille and Guard-Rail bumpers . . . the clean sweep of line, unmarred by fender openings. This is Airflyte and Airflyte alone! No wonder many modern designers call this the world's most modern car!

***There's Much of Tomorrow
in All Nash Does Today!***

Cars to Apply the ents of Aviation to an Automobile



New sky-flow fenders and racing teardrop tail help cut air drag and wind noise—help give a boost to speed and economy. You get over 25 miles to the gallon, at average highway speed, in the big Nash Statesman—with thrilling, high-compression performance on *regular* gasoline.



First Airliner Reclining Seat in a car. Nothing ever made a long trip so short! Just touch a lever and ease the seat back as far as you like. Relax and doze off in Airflyte security, while someone else drives. And for Pullman-car comfort at night, both seats can become Twin Beds—great for touring.



Even the air will be new to you when you set the weather you want with the famous Nash Weather Eye Conditioned Air System. It filters the air, *refreshes* it, warms it automatically, on pressurized airliner principles. You can drive at zero without coat or gloves. A Nash exclusive.



We found a new way to build your car—Airflyte Construction, the way of the modern plane—welding body-and-frame into a rattle-free unit of amazing strength, that's actually *twice* as rigid as ordinary construction. For years to come, your Airflyte stays new, tight and quiet.



Look at the records for speed, endurance, and hill-climbing—and you'll find Nash is one of the world's famous car performers, and a leader in engine research. Recently, a Nash Ambassador officially covered 712 miles at 95.3 m.p.h. average—a stock-car record believed never to have been equaled before.



Here's a record-size luggage compartment—to match the over-size Airflyte interior. It's another bonus of Airflyte Construction, which gives you a bigger, more comfortable, quieter, softer-riding car without weight penalty. Drive an Airflyte—and discover the difference.

Today your Nash dealer is displaying a completely new kind of automobile—cars that are years ahead of others in basic construction, in features, and in every luxurious detail of appointment.

Built the way of the modern plane and the streamline train . . . with Airflyte Construction . . . the 1951 Airflytes offer safety, durability, and riding and driving ease no car has ever offered before.

See them—the distinguished Ambassador and popular Statesman series, and the sensational new, low-priced Ramblers. They are fresh, new evidence of the daring and the vision that have made Airflyte the world's most modern car, and have given Nash a postwar sales gain *five times* as great as the average of the industry!

Don't be content with another make of car again. Before you decide, take an Airflyte ride—in the *world's most modern car!*

Nash Airflyte

The World's Most Modern Cars



The Statesman



The Ambassador



The Rambler

Great Cars Since 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan

Photography by Sarra.

The Sleek Jet Fighter Plane is the Famous Navy Panther, built by Grumman Aircraft Engineering Corp.

SIGNED SEALED DELICIOUS



WITH THIS
FAMOUS SIGNATURE



WITH A GOVERNMENT
BONDED STAMP



ANY WAY YOU LIKE
FINE BOURBON



Of Topmost Choice

When you take your first revealing sip of OLD TAYLOR, your search for a really choice bourbon will end right there. From then on you're sure to make OLD TAYLOR *your* topmost choice. It's that kind of bourbon!

*National Distillers Products Corporation
New York, N. Y.*

OLD TAYLOR*

100 PROOF

* REG. U. S. PAT. OFF.



SUCCESS SLOGANS AND THE FACE OF PRESIDENT HARDING SURROUND DIDDLEBOCK AS HE STARTS WORK

MOVIE OF THE WEEK:

Mad Wednesday

Harold Lloyd's "Freshman" grows into middle age, goes on a chase after alcohol, love and lions



HIRING OF HAROLD by eager alumnus follows his triumphant touchdown in his big football game.

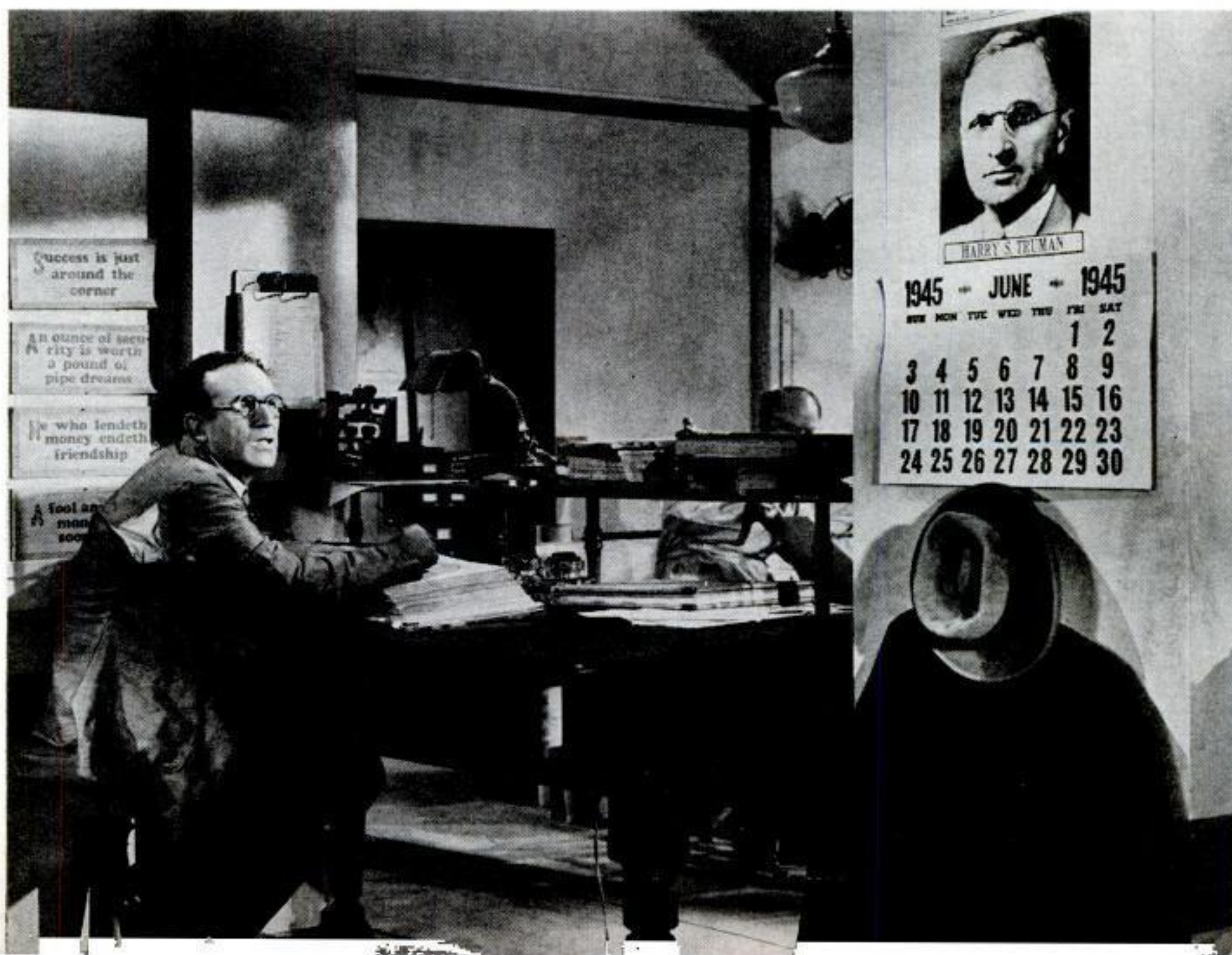
Harold Lloyd is back, looking as if he had never been away. In fact, his new movie starts off with a whole reel out of one of the best of his old ones, *The Freshman* (1925), and carries its hero on into modern times. This new film is called *Mad Wednesday* and is being released by RKO a good five years after it was written and directed by Preston Sturges, under the name of *The Sin of Harold Diddlebock*.

Taking a few bright satiric stabs at the American myth of the success story, Sturges shows his football hero graduating, getting a job as a bookkeeper, still bookkeeping after 20 years, poor and shabby and with a hopeless love locked up in his breast. Then he is fired. Then he takes his first drink. The drink leads to an immense bender, and thence, via a jaunt with a lion on a ledge (p. 88), to fame, fortune and marriage.



FIRING OF HAROLD by alumnus comes 22 years later, for failing to rise above position of bookkeeper.

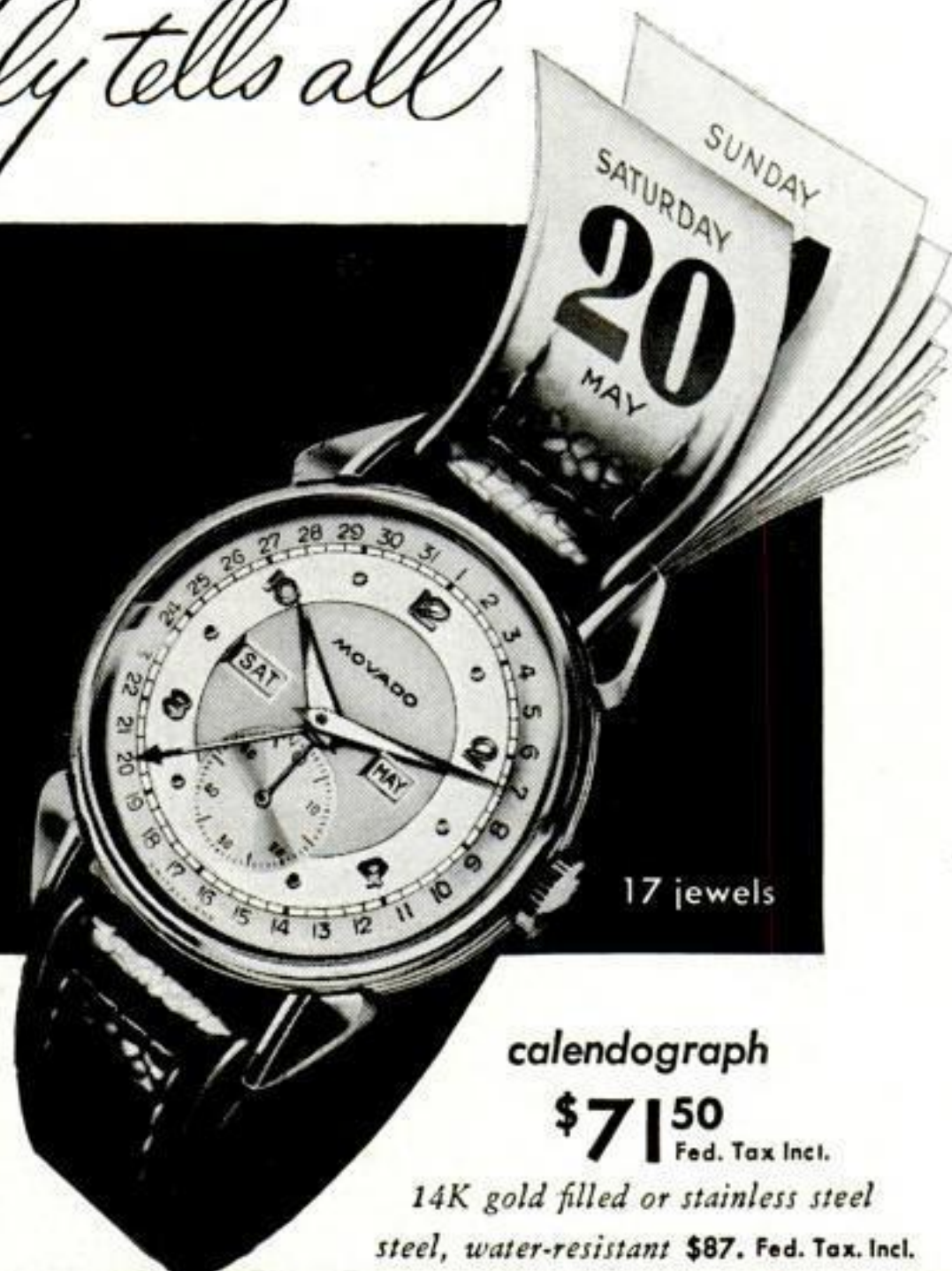
SLOGANS ARE THE SAME BUT FACE ON CALENDAR HAS CHANGED WHEN DIDDLEBOCK IS GIVEN THE GATE



CALENDAR WATCH

Quickly tells all

MONTH
DATE
DAY
HOUR
MINUTE
SECOND



calendomatic
SELF-WINDING MOVEMENT
steel, water-resistant \$110.
Fed. Tax Incl.

calendograph
\$71.50 Fed. Tax Incl.
14K gold filled or stainless steel
steel, water-resistant \$87. Fed. Tax Incl.

MOVADO

WINNERS OF 168 OBSERVATORY AWARDS

SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD

Copr. 1950 Movado Watch Agency, Inc., 610 Fifth Ave., N. Y. • 36 Toronto St., Toronto, Can.



Many a man as he gets older puts on a little weight, and there's no use crying about it. Maybe it's not such a bad thing at that. We notice that more often than not big men are well adjusted. They're likely to be good fellows and good husbands. More pounds but fewer neuroses.

However, their clothes can give them trouble. All too often they have to choose between suits which are cut along the lines of a tent and those which accentuate exactly what should be diminished. It is easy, therefore, to understand why so many men like the Slenderizer® which is especially designed by Hart Schaffner & Marx for those who have not lost interest in style simply because they have gained a few pounds. The Slenderizer® has the good lines and flattering taper of all our suits.

Although it may not make a heavyweight look as svelte as the young man in the Marine Blue suit shown in our advertisement on another page, the Slenderizer® really does wonders for the big man who wants to look pounds lighter.

"Mad Wednesday" CONTINUED



SEVENTH LOVE of Harold Diddlebock is a girl in the art department of the advertising agency where he works. He had previously been in love with each of her six sisters, but all got married before he could get around to proposing.



FIRST DRINK in his life is served him after he has been fired. The bartender, remarking that the situation arouses the artist in him, pours in a bit of everything behind the bar. The effect on Harold is immediate and intense.



CONGENIAL LION comes with the circus Harold buys with some of the thousands he won on the horses during his heroic binge. He takes him around to bankers' offices to add weight to his pleas that they invest in his circus.

CONTINUED ON PAGE 88

MARY MARTIN

star of "South Pacific"



says: "I've found a new kind of curler

that really holds...and curls
...even tiny wisps!"



12

"Quickest, *easiest* little curlers! They wind a *better* curl, catch every single hair." That's what Mary Martin said after she tested these new short-cut curlers. And she's had plenty of chance to learn about winding up short curls! "There isn't a hair on my head longer than 2½ inches!" she says.

NEW Mary Martin SHORT-CUT CURLERS

plus *Rayve* REFILL
only \$1.29



Now, while they last! . . . Get your **MARY MARTIN SHORT-CUT CURLERS!**

Not 6—not 8—but a whole dozen Mary Martin short-cut curlers, plus a Rayve Refill, for \$1.29. At drug and cosmetic counters everywhere.

"Can you brush your wave into place in two minutes?" asks Mary Martin. "That's what I do! . . . give it a few quick sweeps with a brush after my shampoo—and every little Rayve curl falls into place as 'naturally' as you please! You can see why I love Rayve!"

Now—a revolutionary little curler helps you catch every short end . . . speeds your "Rayving" time.



"See? . . . not a single stray wisp! Bless these new little curlers! And this heavenly Rayve wave leaves my hair soft . . . shiny . . . like *naturally curly*! I've had dozens of permanents since "South Pacific" opened—yet my hair has never been healthier. Rayve's very, very easy on the hair. I know!"

*up-to-the-minute
kitchen beauty!*
TELECHRON *electric clocks
can't run wrong!*



PRUDENCE. Classic simplicity
for your kitchen wall. Also in red. **\$4.50***



ADVISOR. New idea—cutout
numerals. Also in red, blue, yellow, black. **\$5.95***

Treat your kitchen to modern color-styling — and the right
time all the time! Choose also from 27 other lovely Telechron
electric clocks for every room in your home. From \$4.50*.
Silent. No winding, oiling, regulating. Full-year written warranty.

Telechron®

Telechron's famous Synchro-Sealed Motor is synchronized perfectly with local elec-
tric power plants, so it has to run right! *Prices and specifications subject to
change. Prices plus tax. Telechron Inc., Ashland, Mass. A General Electric Affiliate.



SWING OVER WALL STREET outdoes the climaxes of all previous Lloyd
movies. Not only are Harold and friend hanging precariously several hundred
feet above street level, but the only thing holding them up is a chain attached
to the lion's neck. They had followed him out on the ledge and had slipped off.



greatest home decoration

news in years

Nylon Fabrics

on Furniture by Tomlinson

FURNITURE BY TOMLINSON



FABRICS BY HAFNER NYLON BY DUPONT



Wonderful, miraculous nylon on furniture!

Now, for the first time you can own distinctively-styled custom quality Furniture by Tomlinson in new, rich, luxurious nylon fabrics.

See this exciting new Furniture by Tomlinson in the smartest decorator colors.

Select your favorite chair and sofa in the magic glamour of nylon. Years and years of carefree comfort will be yours.

Sofas from \$298.00 to \$398.00.

Chairs from \$149.00 to \$198.00.

(Slightly higher west of the Mississippi.)

THESE FINE STORES ARE FEATURING FURNITURE BY TOMLINSON IN THE NEW NYLON FABRICS:

ALABAMA Birmingham...Hood-McPherson Furn. Co. Birmingham...Levenon, Joseph & Loe Florence...Lamar Furniture Co. Mobile...George Simpson, Inc. Montgomery...Montgomery Fair	ARIZONA Phoenix...Mahagan's Home Furn., Inc.	ARKANSAS Conway...W. W. Westmoreland Furn. Co. Fort Smith...Eads Bros. Furniture Co.	CALIFORNIA Los Angeles...Barker Bros. Oakland...Breuer's Redlands...McEwen's San Diego...H. L. Benbough San Francisco...University Ave. Furniture Co. San Francisco...W. & J. Staine San Jose...Robinson & Sons Co. Santa Barbara...Paulson Studios Stockton...Breuer's	COLORADO Denver...Daniels & Fisher Stores Co. Greenwich...Roberts Fine Furniture Manchester...Watkins Bros., Inc. Milford...Wayside Furniture Shops	CONNECTICUT Greenwich...Roberts Fine Furniture Manchester...Watkins Bros., Inc. Milford...Wayside Furniture Shops	DELAWARE Wilmington...The Geo. W. Rodgers Co.	DISTRICT OF COLUMBIA Washington...Mayer & Company Washington...Woodward & Lothrop	FLORIDA Ft. Lauderdale...Grosse Pointe Furn. Shops Ft. Lauderdale...Fort Lauderdale Furn. Jacksonville...Cohen Bros. Miami...Burdine's Miami...Owen Reynolds Furniture Co. Miami...Woodrum's, Inc. Orlando...Lowell, Drew, Ivey Co. Tampa...Maas Bros. Tampa...Tair's, Inc.	GEORGIA Albany...Albany Housefurnishing Co. Atlanta...Armfield Furniture Shops Atlanta...Rich's Augusta...Bowen Bros. Columbus...Kirven's	IDAHO Idaho Falls...Petersen Furniture Co.	ILLINOIS Aurora...Simons Furniture Chicago...Carson Pirie Scott & Co. Chicago Heights...Rau Store Corp. Danville...Sandusky's Evanston...Bumitz Studios, Inc. Harvey...Morrison Furniture Co. Joliet...Fitzgerald Furniture Co. Kankakee...Turk Furniture Co. Marwood...West Towns Furniture Co. Mt. Carmel...The Cowling Co. Park Ridge...Rehder Furniture Store Peoria...J. R. Marshall & Sons Rockford...House of Lindberg Springfield...A. Dickson & Sons Watseka...L. B. Segur Co.	INDIANA Fort Wayne...The Jefferson House Hammond...E. C. Minas Co. Indianapolis...L. S. Ayres & Co. Indianapolis...Banner Whitehill, Inc. Kokomo...Kayl Brothers Furniture Co. Lafayette...Reider's South Bend...Gerritz Furniture Co. South Bend...Ries Furniture Co. Valparaiso...Windle's Home Furnishings	IOWA Burlington...Boettner Furn. & Cpl. Co.	KANSAS Manhattan...Brighton Furniture Co. Pittsburg...Derby Howe, & Furniture Co. Topeka...Bongardner Furniture Store Wichita...Geo. Innes Co.	KENTUCKY Frankfort...Scott's, Inc. Lexington...Standard Furniture Co. Louisville...Burdorf's	LOUISIANA Alexandria...Hemenway-Johnson Furn. Co., Inc. Baton Rouge...Kornmeyer Furniture Co. Lake Charles...Muller Co. Monroe...Dixie Bedding & Furniture Co. Shreveport...Hemenway-Johnson Furn. Co., Inc.	MAINE Portland...Porteous, Mitchell & Brain Co.	MARYLAND Baltimore...Hochschild-Kohn Co. Cumberland...L. Bernstein Furniture Co. Hagerstown...Shockey Furniture Co. Salisbury...R. E. Powell & Co.	MASSACHUSETTS Boston...Paine Furniture Co. Worcester...Coghlin's	MICHIGAN Detroit...The J. L. Hudson Company Grand Rapids...Herpolsheimer Co. Lansing...Pregelman Furniture, Inc.	MINNESOTA Duluth...Alex J. Lurye, Furniture Marshall...Landkammer Bros. Co. Minneapolis...Rehman's Minneapolis...L. S. Donaldson Co.	MISSISSIPPI Meridian...The Huftett Furniture Company	MISSOURI Kansas City...Duff & Repp, Inc. St. Joseph...Townsend & Wall St. Louis...Stix, Baer & Fuller Springfield...Martin Bros. Piano Co.	MONTANA Billings...The Hatmark Store Butte...Christie Furniture Co.	NEBRASKA Lincoln...Nardy Furniture Co. Omaha...Orchard & Wilhelm	NEW HAMPSHIRE Portsmouth...Margeson's	NEW JERSEY Asbury Park...Steinbach Co. Hoboken...Furniture Fair-Hanover Jersey City...Henry Posner Millburn...Colony Furniture Shop Morristown...Morchower Furniture Co. Newark...Kresge-Newark	NEW MEXICO Albuquerque...Broome Furniture Co.	NEW YORK Albany...Mayfair, Inc. Brooklyn...Frederick Loesser & Co. Buffalo...Adair, Meldrum & Anderson Co., Inc. Buffalo...Wm. Hengeler Co. Central Islip...Suffolk Wayside Furniture Shops Garden City...Nob Hill Furniture, Inc. Jackson Heights...Jackson Furniture, Inc. New Rochelle...Brenthwood New Rochelle...Neptune Furniture Co. New Rochelle...Packard Frank, Inc. New Rochelle...Bloomington Bros. New York City...Haltway's New York City...James McCreery & Co. New York City...Pennington, Inc. Niagara Falls...Highland Furniture Co. Peekskill...The Peckham Furniture Store Port Chester...The Perimeter Furn. Co. Poughkeepsie...The Perimeter Furn. Co. Rochester...Sibley, Lindsay & Curr Syracuse...Fleischman & Son Tarrytown...Cartoon's Furniture Store Tuckahoe...Pearl's Furn. & Appl. Co. West New Brighton...National Furn. Co. White Plains...Mazur Brothers Yonkers...The Malwitz Co.	NEW YORK (cont.) Albany...Mayfair, Inc. Brooklyn...Frederick Loesser & Co. Buffalo...Adair, Meldrum & Anderson Co., Inc. Buffalo...Wm. Hengeler Co. Central Islip...Suffolk Wayside Furniture Shops Garden City...Nob Hill Furniture, Inc. Jackson Heights...Jackson Furniture, Inc. New Rochelle...Brenthwood New Rochelle...Neptune Furniture Co. New Rochelle...Packard Frank, Inc. New Rochelle...Bloomington Bros. New York City...Haltway's New York City...James McCreery & Co. New York City...Pennington, Inc. Niagara Falls...Highland Furniture Co. Peekskill...The Peckham Furniture Store Port Chester...The Perimeter Furn. Co. Poughkeepsie...The Perimeter Furn. Co. Rochester...Sibley, Lindsay & Curr Syracuse...Fleischman & Son Tarrytown...Cartoon's Furniture Store Tuckahoe...Pearl's Furn. & Appl. Co. West New Brighton...National Furn. Co. White Plains...Mazur Brothers Yonkers...The Malwitz Co.	NORTH CAROLINA Asheville...Burton & Son Charlotte...Stratford House Elizabeth City...Quinn Furniture Co. Farmville...Farmville Furniture Co.	NEW BRUNSWICK Dunellen...Dune & Dunn Orange...Gold Furniture Co. Paramus...C. H. Henders, Inc. Paramus...Nassau Interiors High Point...Young's Furniture & Rug Co. Kinston...Baker Furniture Co. Mt. Airy...Carter Furniture Co. Raleigh...R. E. Quinn & Co. Wilmington...Sutton-Council Furniture Co.	OHIO Alliance...The Cope Furniture Co. Alcon...Polisy's Bellevue...Myers Furniture Co. Canton...Thorn's Cincinnati...H. S. Pogue Co. Cincinnati...Kronheims Cleveland...Wm. Taylor Son & Co. Columbus...F. & H. Lazarus & Co. Dayton...Rike-Kumler Co. Middletown...Bathman-Troup Furn. Co. Toledo...La Salle & Koch Warren...Rogers & Rogers Youngstown...G. M. McKelvey	OKLAHOMA Blackwell...L. C. Jackson & Sons Enid...Denton-Newell Co. Oklahoma City...John A. Brown Ponca City...Jay G. Paris Furniture Tulsa...Dickson-Goodman	OREGON Klamath Falls...Klamath Furniture Co. Portland...Meier & Frank	PENNSYLVANIA Allentown...Hess Brothers Allentown...The Wm. F. Gable Co. Easton...Furniture House Erie...John V. Schultz Co. Harrisburg...Troop Bros. Harrisburg...Reinhardt's Johnstown...The Geis Store, Inc. McKeesport...R. E. Kaplan New Castle...The J. R. Frew Co.	PHILADELPHIA Philadelphia...Frank & Seder Philadelphia...S. Swartz Pittsburgh...Buggs & Buhl Pittsburgh...Joseph Home Co. W. Reading...B. J. Smith Furn. Showroom Scranton...Home Furniture Company West Lincoln...Peoples Furniture Co. Wilkes-Barre...United Furn. Mfrs., Inc. Wilkes-Barre...Fowler, Dick and Walker York...The Colony Furniture House	RHODE ISLAND Providence...Joseph Marcus & Co.	SOUTH CAROLINA Anderson...Town & Country Shoppe Charleston...Comperthwait, Inc. Charleston...Rustin Furniture Co. Florence...Tyler Furniture Co. Greenville...Kirby Quinn, Inc.	SOUTH DAKOTA Sioux Falls...Donahue Furniture	TENNESSEE Chattanooga...Miller Bros. Co. Kingsport...W. B. Greene Co., Inc. Knoxville...S. H. George & Son Memphis...Lowenstein's Nashville...H. Cohen Furniture Co.	TEXAS Abilene...Waldrop Furniture Co. Amarillo...McAfee's, Inc. Austin...Karskin Furniture Co. Austin...H. M. Getting Furniture Co. Beaumont...Dallas Williams Furniture Co. Big Spring...Barrow-Phillips Furniture Co. Corpus Christi...Braley Furn. Co., Inc. Dallas...Fakes & Co. El Paso...American Furniture Co. Fort Worth...Fakes & Co. Galveston...Plantovsky Furniture Co. Houston...G. A. Stowers Furniture Co. La Mesa...Davis Furniture Co. Lubbock...Watson Furniture Co. Midland...Hardwick-Stewart Furniture Co.	UTAH Ogden...Boyle Furniture Co. Provo...Dixon-Taylor-Russell Co. Salt Lake City...Z.C.M.I.	VIRGINIA Charlottesville...Monticello Craft House Lynchburg...Colonial Furniture Shop Norfolk...Willis Furniture Richmond...Synner & Hundley Roanoke...Reid & Cutshall Staunton...Wall's Colonial House Suffolk...I. O. Hill & Co.	WASHINGTON Seattle...Frederick & Nelson Spokane...The Crescent	WEST VIRGINIA Charleston...Woodrum's Clarksburg...Parsons-Souders Co. Wheeling...Stone & Thomas	WISCONSIN Appleton...Brettschneider Furniture Fond du Lac...Kremer Furniture Co. Green Bay...H. C. Prange Co. Kenosha...Barr Furniture Mart Madison...Gately's Milwaukee...Boston Store Milwaukee...Kunzelmann-Esser Racine...Porter's Wausau...Helke Furniture	WYOMING Casper...J. W. Forsling Furn. Co. Cheyenne...Harris Furniture Co.	PUERTO RICO San Juan...E. Fuente & Co.
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Furniture by
TOMLINSON
FOR THE LIVING ROOM, DINING ROOM, BEDROOM

Emergency restrictions may prevent our supplying all stores as fully as desired. In such instances, we shall appreciate your patient consideration.

A FLEET of more than 600 ships was brought together for invasion of French North Africa in November 1942. Most of these ships sailed from British ports but some came combat-loaded from the U.S. This operation was the largest amphibious undertaking ever attempted up to that time. Richard Eurich's painting (right) shows the vast armada at sea.



THE WAR MEMOIRS OF WINSTON CHURCHILL

THE GREAT OFFENSIVE BEGINS IN AFRICA

After victories, politics: Churchill now tells the full story of Casablanca and the famous "unconditional surrender" policy



ON August 19th, 1942 I paid another visit to the Desert Front. I drove with Alexander in his car out from Cairo past the Pyramids, about 150 miles through the desert to the sea at Abusir. I was cheered by all he told me. As the shadows lengthened we reached Montgomery's headquarters at Burg el'Arab. Here the afterwards famous caravan was drawn up amid the sand-dunes by the sparkling waves. The General gave me his own wagon, divided between office and bedroom. After our long drive we all had a delicious bathe. "All the armies are bathing now at this hour all along the coast," said Montgomery as we stood in our towels. He waved his arm to the westward. Three hundred yards away about a thousand of our men were disporting themselves naked on the beach. I asked jokingly, "Why do the War Office go to the expense of sending out white bathing drawers for the troops? Surely this economy should be made." They were in fact tanned and burnt to the darkest brown everywhere except where they wore the short pants which were their usual day-long garb.

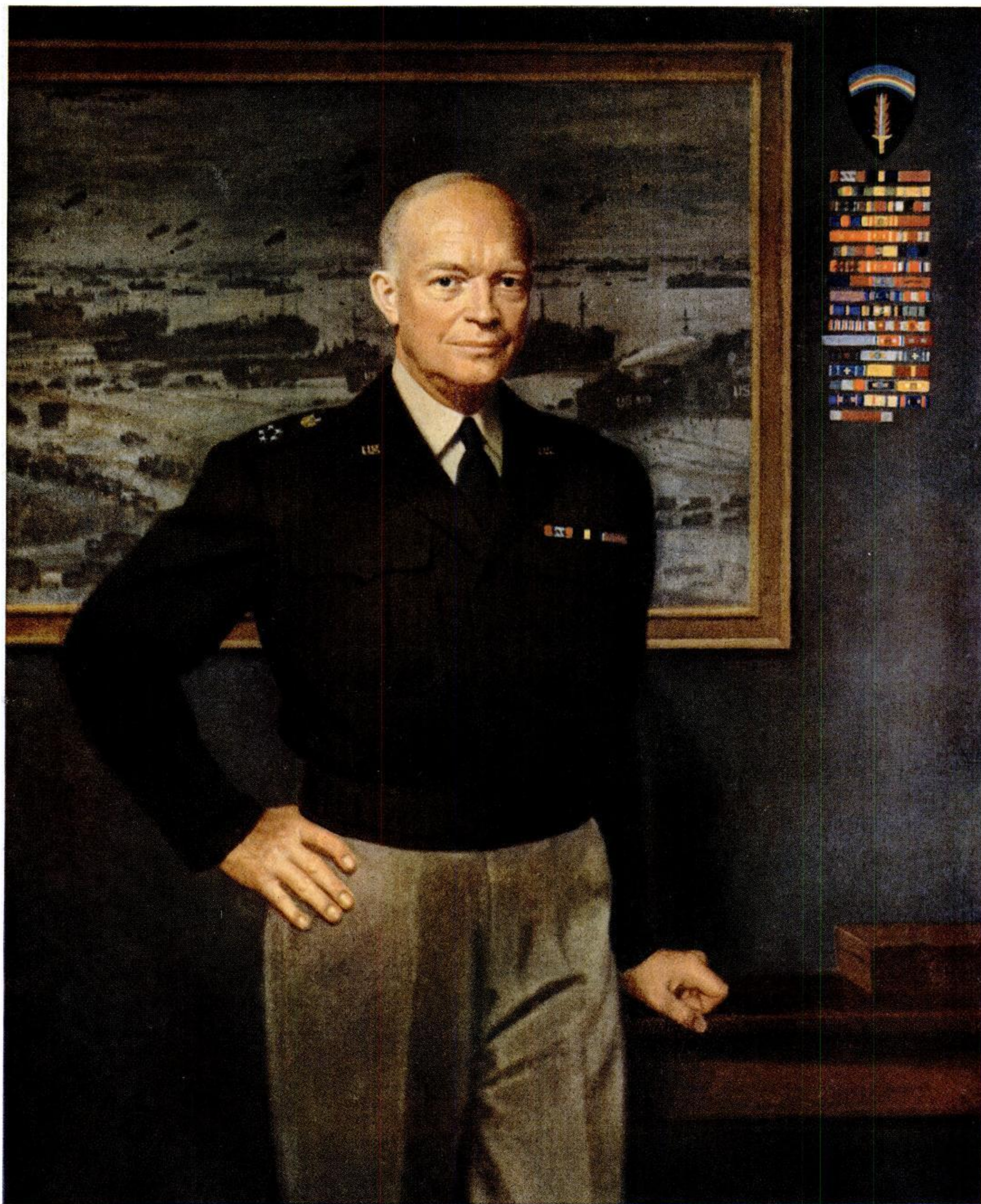
How fashions change! When I marched to Omdurman forty-four years before the theory was that the African sun must at all costs be kept away from the skin. The rules were strict. Special spine-pads

were buttoned on to the back of all our khaki coats. It was a military offence to appear without a pith helmet. We were advised to wear thick underclothing, following Arab custom enjoined by a thousand years of experience. Yet now half-way through the twentieth century many of the white soldiers went about their daily toil hatless and naked except for the equal of a loin cloth. Apparently it did them no harm. Though the process of changing from white to bronze took several weeks and gradual application, sunstroke and heatstroke were rare. I wonder how the doctors explain all this.

After we had dressed for dinner—my zip hardly takes a minute to put on—we gathered in Montgomery's map wagon, and he explained in detail his plans for the offensive battle. [The broad outlines for this campaign, as related in a previous instalment of Mr. Churchill's memoirs, had been discussed more than a week before when he stopped in Cairo for that purpose before proceeding to Moscow. The conversations here described took place on Churchill's return to Cairo from Russia.—ED.]

On August 20 we sallied forth early to see the prospective battlefield and the gallant troops who were to hold it. Although of course no gatherings of troops could be allowed under the enemy's continuous

CONTINUED ON NEXT PAGE



GENERAL OF THE ARMY DWIGHT D. EISENHOWER

"There are a couple of American officers the President would like you to meet. . . ." In this casual way, one day after lunch in the White House during Mr. Churchill's 1942 visit to the U.S., Harry Hopkins made an appointment for the British Prime Minister to meet Major Generals Dwight D. Eisenhower and Mark Clark. "I was immediately impressed by these remarkable but hitherto unknown men," Mr. Churchill writes. "Thus began a friendship which across the ups and downs of war I have

preserved with deep satisfaction to this day." The talk at their first meeting was mostly about a cross-Channel invasion of Europe. Two years later Eisenhower was the Supreme Commander of such an operation, but before that his leadership of combined forces was tested in the Anglo-American invasion of North Africa described in this issue by Mr. Churchill. This portrait of General Eisenhower was only recently completed by Thomas E. Stephens as one of a series commissioned for West Point.

CHURCHILL'S MEMOIRS CONTINUED

air reconnaissance, I saw a great many soldiers that day, who greeted me with grins and cheers. I inspected my own regiment, the 4th Hussars, near the field cemetery, in which a number of their comrades had been newly buried. All this was moving. Everybody said what a change there was since Montgomery had taken command. I could feel the truth of this with joy and comfort.

We were to lunch with Bernard Freyberg. My mind went back to his battlepost in Flanders a quarter of a century before. Then he had blithely offered to take me for a walk along his outposts. But knowing him and knowing the line as I did, I declined. Now



"WHITE BATHING DRAWERS"

Mr. Churchill recalls that the British soldiers he saw surf-bathing in North Africa, like the two above, seemed to be wearing "white bathing drawers." They were deeply tanned everywhere except where they were protected by the shorts they wore during the day.

it was the other way round. I certainly hoped to see at least a forward observation post of these splendid New Zealanders. But Bernard Freyberg flatly refused to take the responsibility.

Instead we went into his sweltering mess tent. This was an August noonday in the desert. The set piece of the meal was a scalding broth of tinned New Zealand oysters, to which I could do no more than was civil. Presently Montgomery drove up. Freyberg went out to salute him, and told him that he was expected to luncheon. But "Monty" had, it appeared, made it a rule not to accept hospitality from any of his subordinate commanders. So he sat outside in his car eating an austere sandwich and drinking his lemonade with all formalities. Napoleon also might have stood aloof in the interests of discipline. *Dur aux grands* [hard on the great ones] was one of his maxims. But he would certainly have had an excellent roast chicken, served him from his own *fourgon*. Marlborough would have entered and quaffed the good wine with his officers—Cromwell, I think, too. The technique varies, and the results seem to have been good in all these cases.

CONTINUED ON NEXT PAGE

CHURCHILL ON POSTWAR PLANS

In October 1942 the Foreign Office sent Mr. Churchill a document proposing that a four-power council—including the U.S., Great Britain, Russia and China—be set up as a supreme world organization after the war. Here are Mr. Churchill's notes on this idea: "We cannot . . . tell what sort of a Russia and what kind of Russian demands we shall have to face. A little later on it may be possible. As to China, I cannot regard the Chungking Government as representing a great world-Power. Certainly there would be a faggot-vote on the side of the United States in any attempt to liquidate the British overseas Empire. . . ."

"It would be a measureless disaster if Russian barbarism overlaid the culture and independence of the ancient States of Europe. Hard as it is to say now, I trust that the European family may act unitedly as one under a Council of Europe. . . . Of course, we shall have to work with the Americans in many ways, and in the greatest ways, but Europe is our prime care. . . ."



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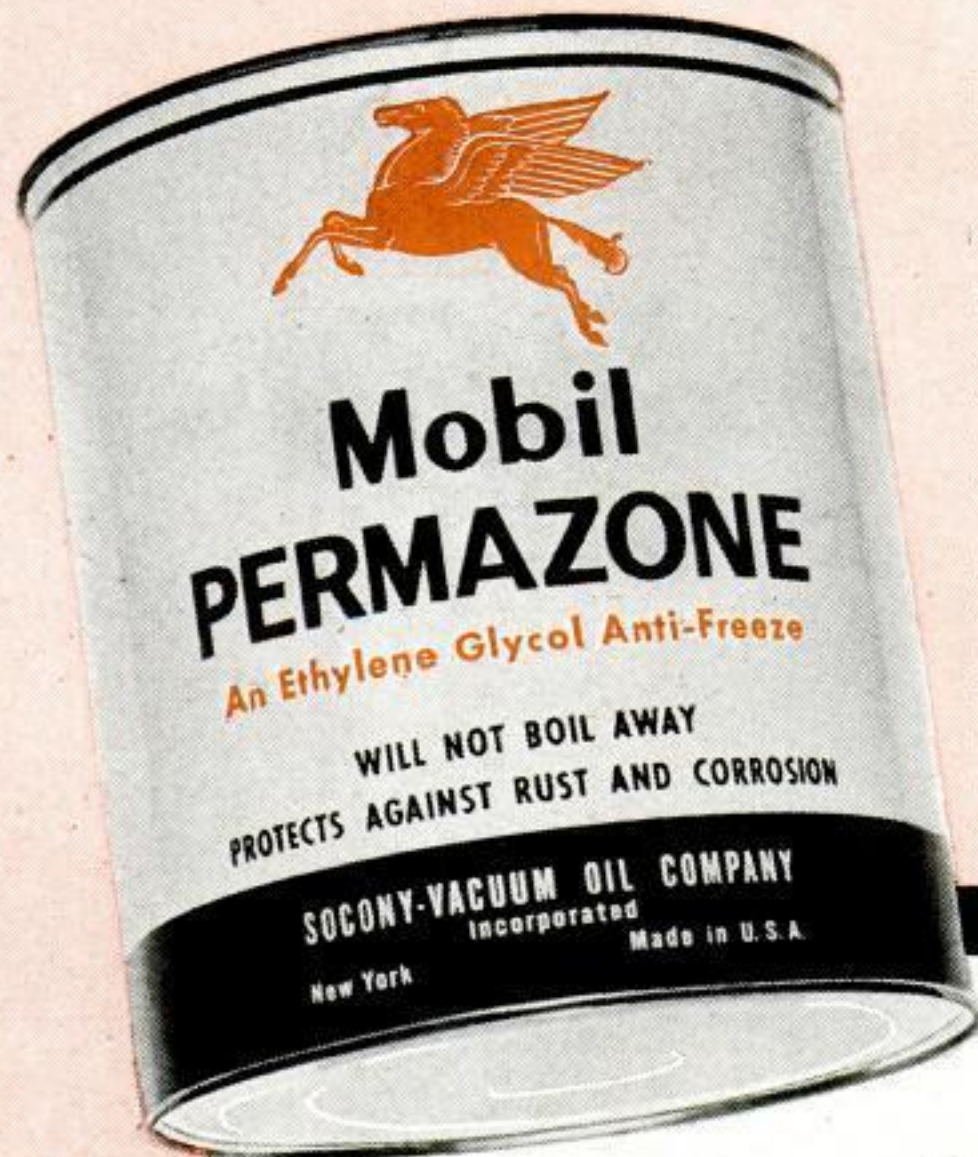
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CHURCHILL'S MEMOIRS CONTINUED

When on August 24 I returned from Cairo to London, much remained to be decided about the final shaping of our plans, and on the following day Generals Eisenhower and Clark came to dine with me. I was at this time in very close and agreeable contact with these American officers. From the moment they arrived in June I had arranged a weekly luncheon at Number 10 on Tuesdays. I was nearly always alone with them, and we talked all our affairs over as if we were all of one country. I set great value on these personal contacts. Irish stew turned out to be very popular with my American guests, and especially with General Eisenhower. My wife was nearly always able to get this. I soon began to call him "Ike." For Mark Clark and Bedell Smith, the latter



"BULLDOG" SMITH

of whom arrived early in September as Chief of Staff to Eisenhower, I coined the titles "the American Eagle" and "the American Bulldog." You have to look at their photographs to see why.

One of General Eisenhower's aides-de-camp has suggested in his book that all these meetings were a great burden upon the already overworked American officers. If this be true they showed great politeness and address in concealing their feelings. Anyhow, I am sure these close relationships were necessary for the conduct of the war. At one of our meetings on September 28, I certainly rendered a service to Bedell Smith and his chief. It was not very late at night, but I noticed that "the Beetle" looked frightfully tired and ill. There was a moment when I thought he was going to faint and fall off his chair. I asked Eisenhower to come alone with me into the Cabinet room. I closed the door and said, "If you want Bedell in this battle you should send him to hospital this very night, no matter what he says." Eisenhower acted with his customary decision. Next day Bedell Smith was in hospital. He had to have two blood transfusions in the next two days, and was kept a fortnight from all work and mostly in bed.

Serious divergences opened between the British and American Staffs on "Torch," our plan to invade French North Africa. The United States Chiefs of Staff disliked very much the idea of committing themselves to large operations beyond the Straits of Gibraltar.

It was found necessary that very large numbers of the troops, the bulk of the transportation, at least an equal contribution in the air, and two-thirds of the naval force engaged would have to be British. I did not wholly share the American view that either they were so beloved by Vichy or we so hated as to make the difference between fighting and submission, but I was very willing that we should keep as much in the background as was physically



PRELUDE TO

"General Montgomery," says Churchill, "was a great artilleryman. He believed, as Bernard Shaw said of Napoleon, that cannons kill

possible. I would even have agreed to such British troops as had to be used in the first assaults wearing American uniform.

The differences between the British and American views had to be ironed out in correspondence between President Roosevelt and Churchill. Agreement was not reached until early in September.

President Roosevelt to Prime Minister.
"Hurrah!"

Sept. 5, 1942

Former Naval Person to President Roosevelt.
"O.K., full blast."

Sept. 6, 1942

The period of waiting was one of suppressed but extreme tension. I had now been twenty-eight months at the head of affairs, during which we had sustained an almost unbroken series of military defeats. We were alive and at bay; but that was all. Was it strange that the whole character and system of the war direction, for which I was responsible, should have been brought into question and challenge?



"EAGLE" CLARK

It is indeed remarkable that I was not in this bleak lull dismissed from power or confronted with demands for changes in my methods, which it was known I should never accept. I should then have vanished from the scene with a load of calamity on my shoulders, and the harvest, at last to be reaped, would have been ascribed to my belated disappearance. For the whole aspect of the war was about to be transformed. We had reached the top of the pass, and our road to victory was not only sure and certain, but accompanied by constant cheering events. I was not denied the right to share in this new phase of the war because of the unity and strength of the War Cabinet, the confidence which I preserved of my political and professional colleagues, the steadfast loyalty of Parliament, and the persisting goodwill of the nation. All this shows how much luck there is in human affairs, and how little we should worry about anything except doing our best.

On Oct. 23 the decisive offensive against Rommel was set in motion in Egypt. By early November the Axis forces, severely beaten when they tried to make a stand at El Alamein, were in full retreat westward across the North African shore.

Prime Minister to General Alexander.

Nov. 4, 1942

"I send you my heartfelt congratulations on the splendid feat of arms achieved by the Eighth Army. . . . If . . . wholesale captures of the enemy and a general retreat are apparent, I propose to ring the bells all over Britain for the first time this war. . . . At least 20,000 prisoners would be necessary. . . ."

CONTINUED ON NEXT PAGE



EL ALAMEIN

men." At El Alamein, Montgomery had guns lay down a murderous creeping barrage at night (above) before his infantry advanced.

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CHURCHILL'S MEMOIRS CONTINUED

General Alexander to Prime Minister.

Nov. 6, 1942

"Ring out the bells! Prisoners estimated now 20,000. . . ."

Recalling what happened after Cambrai in 1917,* I decided on second thoughts not to ring the bells till after "Torch," now on the verge, had begun successfully.

The Battle of Alamein differed from all previous fighting in the Desert. The front was limited, heavily fortified, and held in strength. There was no flank to turn. A break-through must be made by whoever was the stronger and wished to take the offensive.

The Battle of Alamein will ever make a glorious page in British military annals. It marked in fact the turning of "the Hinge of Fate." It may almost be said, "Before Alamein we never had a victory. After Alamein we never had a defeat."

The invasion of French North Africa, beginning successfully with landings on Nov. 8 at various points on the Atlantic and Mediterranean coasts, got the Allies mired in French politics. Admiral Darlan, Pétain's deputy in the Vichy collaborationist government, was in North Africa at the time. General de Gaulle's Free French movement was not brought into the operation, the Allies having decided to put General Henri Giraud in charge of liberated French forces in Africa. It developed that Giraud had no authority in the eyes of the French, and that Darlan did, so Eisenhower "recognized" Darlan as *de facto* head in French North Africa. His cease-fire orders issued to local commanders were obeyed, but there was widespread criticism of this "deal" with a collaborator.

Passion ran high in England about the Darlan deal. It affected poignantly some of my friends who had been most affronted by Munich, with whose impulses I had moved at crucial moments before the war. "Is this then what we are fighting for?" they asked. Certainly there was a real and vivid case to be made and to be met. At the same time the facts could not be stated nor the arguments deployed in public. While in my own mind I never had the slightest doubt that it was my duty to support General Eisenhower and to save the lives of the soldiers committed to the enterprise, I was acutely sensitive to the opposite argument.

On December 9 I voiced my disquiet to the President: "I have been disturbed by reports received during the last few days from North Africa about conditions in French Morocco and Algeria. . . . These reports show that . . . Fascist organisations continue their activities and victimise our former French sympathisers, some of whom have not yet been released from prison. . . . Not only have our enemies been thus encouraged, but our friends have been correspondingly confused and cast down. There have been cases of French soldiers being punished for desertion because they tried to support the Allied forces during their landing. . . ."

The mounting pressures in the circles of which I was conscious led me to seek refuge in Secret Session of the House of Commons. The speech which I then made was conceived with the sole purpose of changing the prevailing opinion.

Only the conclusion of this extraordinary speech is printed here. The full text was published in *LIFE* (Feb. 4, 1946) as one of an exclusive series of Churchill's secret wartime speeches. In it Mr. Churchill defended Eisenhower's "deal" with Darlan as a military expedient that was able to save lives because it took cognizance of tradition-minded French bureaucracy's belief in "authority." He concluded:

"I must say I think he is a poor creature with a jaundiced outlook and disorganised loyalties who in all this tremendous African episode, West and East alike, can find no point to excite his interest except the arrangements made between General Eisenhower and Admiral Darlan. The struggle for the Tunisian tip is now rising to its climax and the main battle impends. Another trial of strength is very near on the frontiers of Cyrenaica. Both these battles will be fought almost entirely by soldiers from this

*The bells were rung in London on Nov. 21, 1917 to celebrate a British victory at Cambrai. Ten days later the British public was horrified to learn of a successful German counterattack in that region.—ED.

TEXT CONTINUED ON PAGE 101



ROOSEVELT AND CHURCHILL AT CASABLANCA

This historic picture was taken in the gardens of the Hotel Anfa in Casablanca on Jan. 24, 1943. It shows Roosevelt telling a press conference that the Allies would insist on "unconditional surrender" from the Axis nations. This was the first public utterance of a policy that has been hotly debated ever since. Mr. Churchill, recalling in this instalment of

his memoirs the part he played in the formulation of this policy, remembers also a lighter side of the press conference: "The fact that the President and I were at Casablanca had been a well-kept secret. When the Press reporters saw us both they could scarcely believe their eyes, and, when they were told we had been there for nearly a fortnight, their ears."

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CHURCHILL PAINTED this view while at Marrakesh. It was the only painting he attempted during the war. The

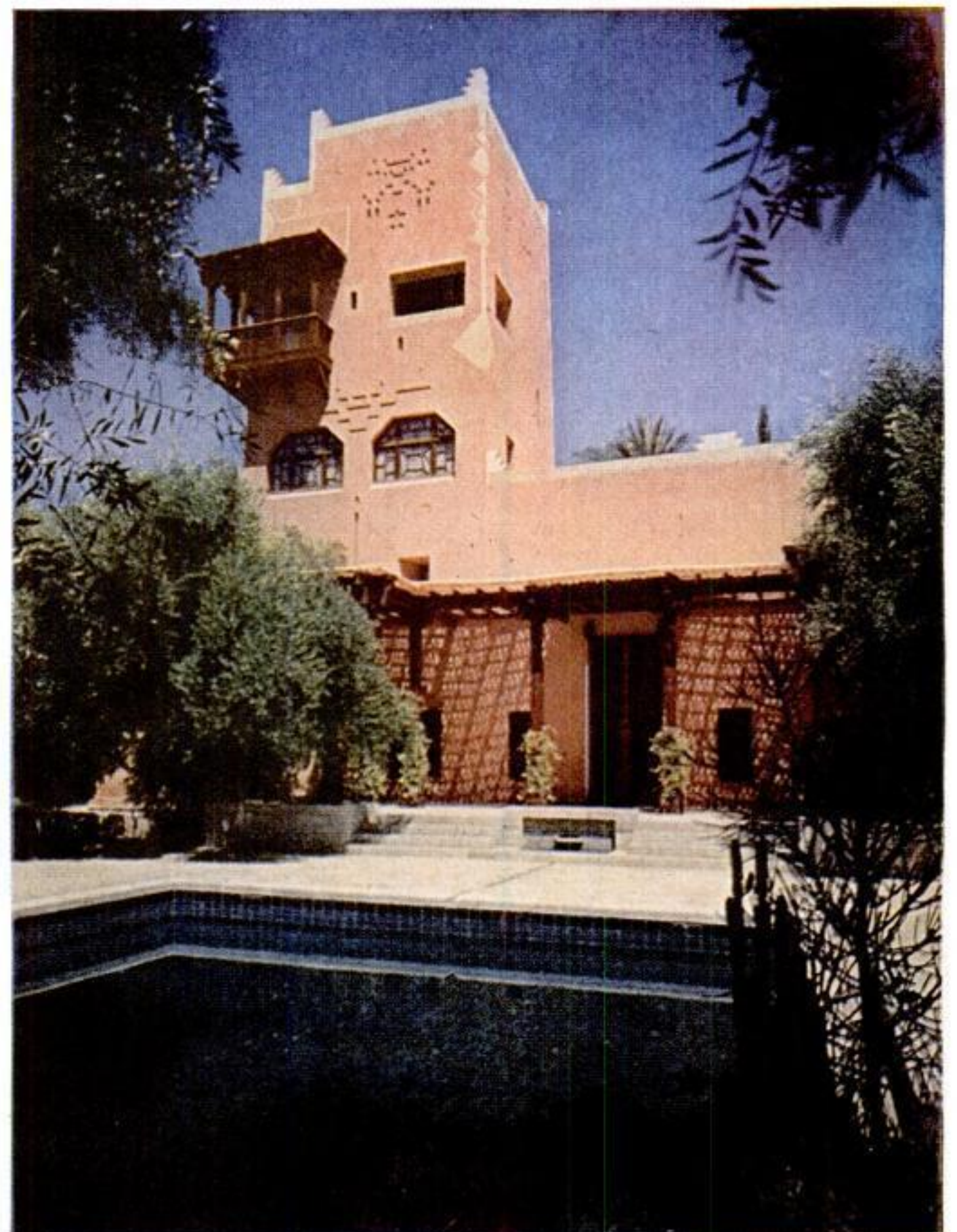
same scene, looking across Marrakesh to the Atlas Mountains, is shown in a photograph at bottom left on this page.

"THE PARIS OF THE SAHARA"

After the Casablanca Conference, Churchill and Roosevelt took time off from the war to visit Marrakesh. "My description of Marrakesh," Mr. Churchill writes, "was 'the Paris of the Sahara,' where caravans had come from Central Africa . . . to be heavily taxed . . . and afterwards swindled . . . receiving the return, which they greatly valued, of the gay life of the city, including fortune-tellers, snake-charmers, masses of food and drink, and on the whole the largest and most elaborately organised brothels in the African continent. All these institutions were of long and ancient repute."



WHAT CHURCHILL SAW from balcony of the Taylor villa is shown in this picture, taken on a day when heat haze obscured the mountains.



"A MOST DELIGHTFUL VILLA" is Churchill's description of the house in which he and Roosevelt lived during their stay at Marrakesh.



CHURCHILL'S BEDROOM at Marrakesh was a classic of Moorish style, with a tent of mosquito netting over the bed. It is one of six master

bedrooms in the villa, a modernized version of a Moroccan castle built by the late American millionaire-banker, Moses Taylor, 30 years ago.



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Island. . . . I cannot take my thoughts away from them and their fortunes, and I expect that will be the feeling of the House of Commons. . . .

"I ask them to treat with proper reprobation that small, busy, and venomous band who harbour and endeavour to propagate unworthy and unfounded suspicions, and so to come forward unitedly with us in all the difficulties through which we are steadfastly and successfully making our way."

I do not remember any speech out of hundreds which I made where I felt opinion change so palpably and decisively. The fact that all further Parliamentary opposition stopped after the Secret Session quenched the hostile Press and reassured the country. There was also the growing exhilaration of victory after so many hard months of disappointment or defeat.

On the afternoon of December 24, Darlan was shot down by a young man of twenty named Bonnier de la Chapelle. There was no open support in Algiers for his act. He was tried by court-martial under Giraud's orders, and, much to his surprise, was executed by a firing squad shortly after dawn on December 26.

CHURCHILL ON DAYLIGHT BOMBING

At Casablanca, Mr. Churchill had a talk with General Ira Eaker, Commanding General of U.S. Air Forces in England, about the British-American argument on the merits of daylight *vs.* night bombing. General Eaker, Mr. Churchill recalls, "stated the case for the daylight Fortress bomber with forceful earnestness, and pointed out what immense preparations had already been made in England. . . . I pointed out in reply that . . . so far they had never thrown a single bomb on Germany by their daylight methods, except perhaps on one occasion. . . . Eaker however pleaded his cause with skill and tenacity. . . . Give them a month or two more and they would come into action on an ever-increasing scale. Considering how much had been staked on this venture by the United States and all they felt about it, I decided to back Eaker and his theme, and I turned round completely and withdrew all my opposition to the daylight bombing by the Fortresses. He was much pleased with this, because he had feared that his own Government had already lost a good deal of faith in the daylight bombing method. They went ahead and soon began to pay dividends. All the same, I still think that if at the beginning they had put their money on night bombing we should have reached our climax much sooner. General Eaker afterwards said on several occasions that I saved the Fortress bombers from abandonment. . . . If this is true I saved them by leaving off opposing them."

Darlan's murder, however criminal, relieved the Allies of their embarrassment at working with him, and at the same time left them with all the advantages he had been able to bestow during the vital hours of the Allied landings.

Few men have paid more heavily for errors of judgment and failure of character than Admiral Darlan. Let him rest in peace, and let us all be thankful we have never had to face the trials under which he broke.

THERE came a definite check and setback in North Africa. With the arrival of German troops in large numbers by air in Tunis a high-class, stubborn, and violent resistance began. Now came the rainy season. It poured. Our improvised airfields became quagmires. The German Air Force, though not yet strong in numbers, worked from good all-weather airfields.

At a conference on Christmas Eve General Eisenhower decided to give up the plan for the immediate capture of Tunis and, until campaigning could begin again, to guard his forward airfields on the general line already gained.

Meanwhile Roosevelt and Churchill had been corresponding about holding a conference which they hoped Stalin might be induced to attend. On Nov. 26 Churchill cabled Roosevelt:

" . . . Stalin talked to me in Moscow in the sense of being willing to come to meet you and me somewhere this winter, and he

CONTINUED ON NEXT PAGE

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CHURCHILL'S MEMOIRS CONTINUED

mentioned Iceland. . . . Apart from the climate, there is a lot to be said for a new triple Atlantic Conference in Iceland. Our ships might lie together . . . and we would place a suitable ship at Stalin's disposal wearing the Soviet flag *pro tem*. . . . What about proposing it for January? By that time Africa should be cleared and the great battle in South Russia decided.

"I may add that if ever I can persuade you to come to Iceland I shall never be satisfied unless you look in on this small place before returning."

President Roosevelt to Former Naval Person. Dec. 3, 1942

" . . . Iceland or Alaska are impossible for me at this time of year, and I believe equally so for Stalin. I should prefer a secure place south of Algiers or in or near Khartoum. I don't like mosquitoes. . . . I prefer a comfortable oasis to the raft at Tilsit."*

Former Naval Person to President Roosevelt. Dec. 3, 1942

" . . . everything hangs on whether 'Barkis is willin'."

Stalin proved unwilling.

The President now sent me a very genial letter: " . . . On the



DINNER PARTY IN MOROCCO

During the Casablanca Conference, President Roosevelt gave a dinner party in his villa for the Sultan of Morocco, shown above sitting on the couch with his host and Winston Churchill. Standing are, from left: Major General George S. Patton; Robert D. Murphy, F.D.R.'s political representative in North Africa; Presidential Assistant Harry Hopkins; the Crown Prince; General Auguste Noguès, Resident General of French Morocco; Grand Vizier; the Chief of Protocol of Morocco; Lieut. Colonel Elliott Roosevelt; Presidential Naval Aide Captain John L. McCrea.

grounds of vile climate and icing on the wings, Iceland must be definitely out for both of us.

"England must be out for me for political reasons.

"There will be a commotion in this country if it is discovered that I have flown across any old seas. . . . However, on condition that I can get away in absolute secrecy and have my trip kept secret until I get back, I have just about made up my mind to go along with the African idea—on the theory that public opinion here will gasp, but be satisfied when they hear about it after it is over. . . .

"Incidentally also, it would do me personally an enormous amount of good to get out of the political atmosphere of Washington for a couple of weeks.

"My thought is, therefore, that if the time suits your plans we could meet back of Algiers or back of Casablanca about January 15th. I asked General Bedell Smith, who left here four or five days ago, to check up confidentially on some possible tourist oasis as far from any city . . . as possible. One of the dictionaries says 'an oasis is never wholly dry.' Good old dictionary! . . ."

I hastened to reply: "Yes, certainly. The sooner the better. . . . Suggested code-name 'Symbol'."

The President and I now had a number of agreeable inter-

*Where Napoleon met Czar Alexander in 1807.—ED.

changes on questions of security. He proposed to call himself "Admiral Q."

Former Naval Person to President.

Jan. 3, 1943

"However did you think of such an impenetrable disguise? In order to make it even harder for the enemy and to discourage irreverent guesswork, propose Admiral Q and Mr. P.

"N.B.—We must mind our P's and Q's.

"De Gaulle. I think it far better his visit should be postponed till 'Torch' affairs are 'Symbolised'."

On January 12 I left for North Africa. My journey by air was a little anxious. In order to heat the "Commando" they had established a petrol engine inside which generated fumes and raised various heating points to very high temperatures. I was woken up at two in the morning, when we were over the Atlantic 500 miles from anywhere, by one of these heating points burning my toes, and it looked to me as if it might soon get red-hot and light the blankets. I therefore climbed out of my bunk, looked around the cabin and found two others, which seemed equally on the verge of becoming red-hot. I decided that it was better to freeze than to burn, and I ordered all heating to be turned off, and went back to rest shivering in the ice-cold winter air about eight thousand feet up. I am bound to say this struck me as rather an unpleasant moment.

When we got to Casablanca we found beautiful arrangements made. I and the Staff were there two days before the President arrived. I had some nice walks on the rocks and the beach. Wonderful waves rolling in, enormous clouds of foam, made one marvel that anybody could have got ashore at the landing.

The President arrived in the afternoon of the 14th. It gave me intense pleasure to see my great colleague here on conquered or liberated territory which he and I had secured in spite of the advice given him by all his military experts.

Neither I nor the President attended the Staff conferences, but we were informed of the whole position and consulted with our own officers every day. The differences did not run along national lines, but were principally between the Chiefs of Staff and Joint Planners. I was myself sure that Sicily should be the next step, and the Combined Chiefs of Staff took the same view. The Joint Planners, on the other hand, together with Lord Mountbatten, felt that we should attack Sardinia rather than Sicily, because they thought it could be done three months earlier. I insisted on Sicily. The Joint Planners, respectful but persistent, then said that this could not be done until August 30. At this stage I personally went through all the figures with them, and thereafter the President and I gave orders that D-Day was to be during the favourable July moon period (or, if possible, the favourable June moon period). In the event, the airborne troops went in on the night of July 9, and the landings started on the morning of July 10.

THE question was then raised about de Gaulle. I was now most anxious for him to come, and the President agreed. The General was very haughty and refused several times. I then got Eden to put the utmost pressure upon him. It is very odd to see the account which the President's son, Elliott Roosevelt, gives of this in the book which he hastened to write about the confidential talks he heard at the meals to which he was brought by his father. He seems to suggest that the President suspected me of trying to stop de Gaulle coming, and objecting to his being brought there, whereas I was putting the utmost pressure possible to get him to come. This rubbish has had a wide and long currency.

At last on January 22 de Gaulle arrived. I had a very stony interview with him, making it clear that if he continued to be an obstacle we would not hesitate to break with him finally. He was very formal, and stalked out of the villa with his head high in the air. Eventually he was prevailed upon to have a talk with Giraud, which lasted for two or three hours and must have been extremely pleasant to both of them. In the afternoon he went to see the President, and to my relief they got on unexpectedly well. The President was attracted by "the spiritual look in his eyes"; but very little could be done to bring them into accord.

In these pages various severe statements, based on events of the moment, are set down about General de Gaulle, and certainly I had continuous difficulties and many sharp antagonisms with him. There was however a dominant element in our relationship.

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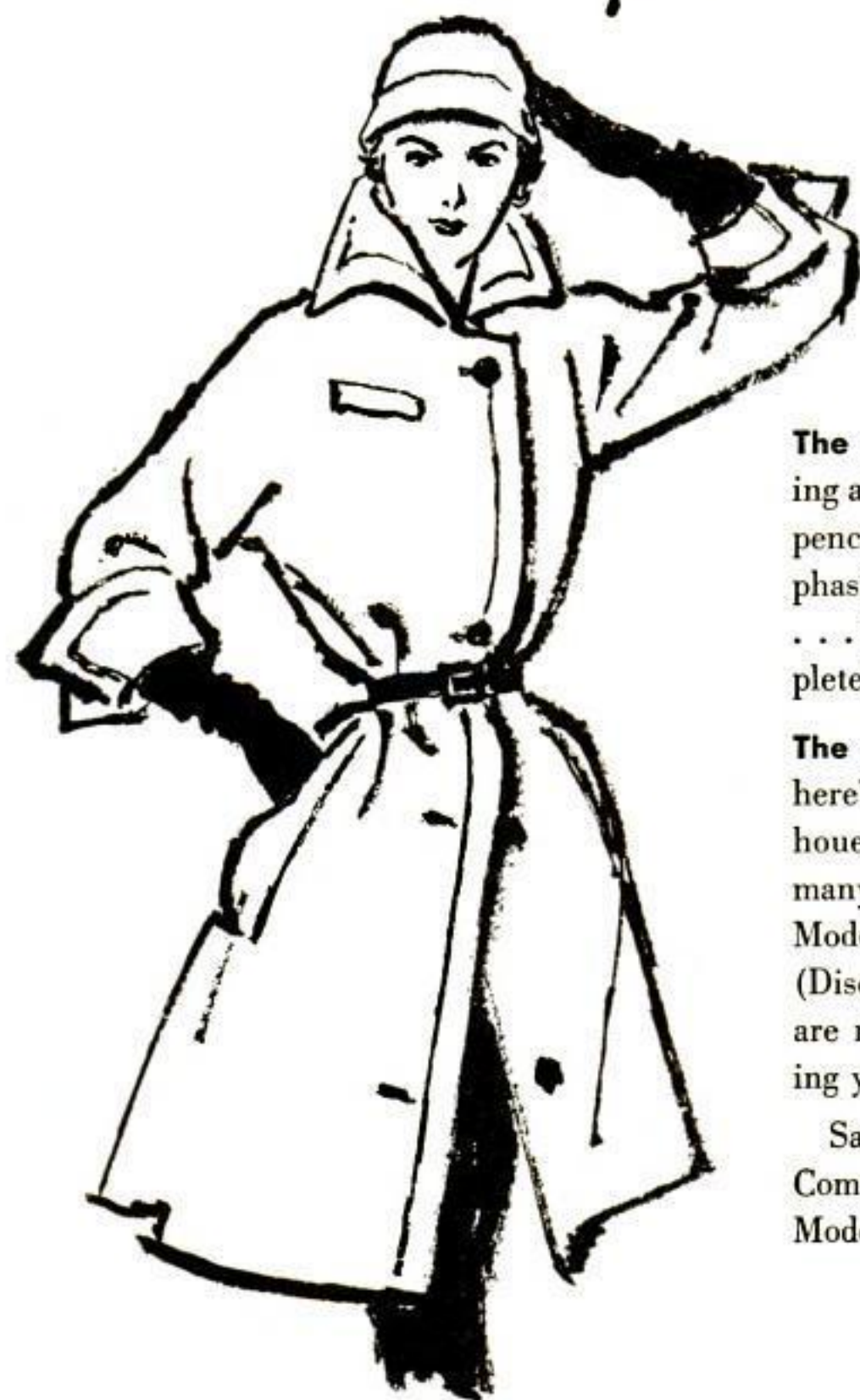
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CHURCHILL'S MEMOIRS CONTINUED

I knew he was no friend of England. But I always recognised in him the spirit and conception which, across the pages of history, the word "France" would ever proclaim. I understood and admired, while I resented, his arrogant demeanour. Here he was—a refugee, an exile from his country under sentence of death, in a position entirely dependent upon the goodwill of the British Government, and also now of the United States. The Germans had conquered his country. He had no real foothold anywhere. Never mind; he defied all. Always, even when he was behaving worst, he seemed to express the personality of France—a great nation, with all its pride, authority, and ambition. It was said in mockery that he thought himself the living representative of Joan of Arc. This did not seem to me as absurd as it looked.

Mr. Churchill now takes up the most controversial aspect of the work done by the Casablanca Conference. He recalls that on Jan. 20, 1943 he cabled to the War Cabinet in London as follows:

" . . . We propose to draw up a statement of the work of the conference for communication to the Press at the proper time. I should be glad to know what the War Cabinet would think of our including in this statement a declaration of the firm intention of the United States and the British Empire to continue the war relentlessly until we have brought about the 'unconditional surrender' of Germany and Japan. The omission of Italy would be to encourage a break-up there. . . ."

The reader should note the above message, as the use by the President at the meeting with the Press of the words "unconditional surrender" raised issues which will recur in this story and certainly be long debated. There is a school of thought, both in England and America, which argues that the phrase prolonged the war and played into the dictators' hands by driving their peoples and armies to desperation. Elliott Roosevelt asserts in his book that the words were used by the President at one of our dinners. I am reported by him to have "thought, frowned, thought, finally grinned, and at length announced 'Perfect,'" and also that the nightcap toast proposed by me that evening was "Unconditional surrender." I have no recollection of these private and informal interchanges where conversation was free and unguarded. The matter must certainly however have cropped up in my official talks with the President.

The records of the War Cabinet show that this was brought before them at their afternoon meeting on January 20. Their only wish was that Italy should not be omitted from its scope. I do not remember anything that passed between me and the President on the subject after I received the Cabinet message, and it is quite possible that the matter was not further referred to between us. Meanwhile the official joint statement was being prepared by our advisers and by the Chiefs of Staff. There is no mention in it of "unconditional surrender." It was with some feeling of surprise that I heard the President say at the Press Conference on January 24 that we would enforce "unconditional surrender" upon all our enemies. It was natural to suppose that the agreed communiqué had superseded anything said in conversation. In my speech which followed the President's I of course supported him and concurred in what he said. Any divergence between us, even by omission, would have been damaging or even dangerous to our war effort. I certainly take my share of the responsibility, together with the British War Cabinet.

The President's account to Hopkins seems however conclusive: "We had so much trouble getting those two French generals together that I thought to myself that this was as difficult as arranging the meeting of Grant and Lee—and then suddenly the Press Conference was on, and Winston and I had had no time to prepare for it, and the thought popped into my mind that they had called Grant 'Old Unconditional Surrender,' and the next thing I knew I had said it."

I do not feel that this frank statement is in any way weakened by the fact that the phrase occurs in the notes from which he spoke.

Memories of the war may be vivid and true, but should never be trusted without verification, especially where the sequence of events is concerned. Mr. Bevin in the House of Commons on July 21, 1949, gave a lurid account of the difficulties he had had to encounter in rebuilding Germany after the war through the policy

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Superb as a snack. Luscious eating any time

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This creamy-hearted cheese has a delicate, subtle flavor.



You can serve Camembert with crisp crackers—or for something really special—serve it on slices of raw red apple!

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CONTINUED ON PAGE 106

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CHURCHILL'S MEMOIRS CONTINUED

of "unconditional surrender," on which he said neither he nor the War Cabinet had ever been consulted at the time. I replied on the spur of the moment, with equal inaccuracy and good faith, that the first time I heard the words was from the lips of the President at the Casablanca Press Conference. It was only when I got home and searched my archives that I found the facts as they have been set out here. I am reminded of the professor who in his declining hours was asked by his devoted pupils for his final counsel. He replied, "Verify your quotations."



FAMED HANDSHAKE of Generals de Gaulle and Giraud (left) reminded Churchill of a "shotgun" marriage.

My principal reason for opposing an alternative statement on peace terms was that a statement of the actual conditions on which the three great Allies would have insisted would have been far more repulsive to any German peace movement. I remember several attempts being made to draft peace conditions which would satisfy the wrath of the conquerors against Germany. They looked so terrible when set forth on paper, and so far exceeded what was in fact done, that their publication would only have stimulated German resistance.

At length, after ten days' work on the main issues, the Combined Chiefs of Staff reached agreement. It was settled that we should concentrate all upon taking Tunis, and that Alexander should be Eisenhower's deputy and virtually in charge of all the operations.

On the morning of the 24th, de Gaulle and Giraud were made to sit in a row of chairs alternating with the President and me, and we forced them to shake hands in public before all the reporters and photographers. They did so, and the pictures of this event cannot be viewed even in the setting of these tragic times without a laugh.

The President prepared to depart. But I said to him, "You cannot come all this way to North Africa without seeing Marrakesh (p. 98). Let us spend two days there. I must be with you when you see the sunset on the snows of the Atlas Mountains." So it was decided that we should all go to Marrakesh. The President and I drove together all the way, five hours, and talked a great deal of shop, but also touched on lighter matters. Many thousand American troops were posted along the road to protect us from any danger, and aeroplanes circled ceaselessly overhead. In the evening we had a very jolly dinner, about fifteen or sixteen, and we all sang songs. I sang, and the President joined in the choruses, and at one moment was about to try a solo. However, someone interrupted and I never heard this.

My illustrious colleague was to depart just after dawn on the 25th. He came round in the morning on the way to the aeroplane to say good-bye. I was in bed, but would not hear of letting him go to the airfield alone, so I jumped up and put on my zip, and nothing else except slippers, and in this informal garb I drove with him to the airfield, and went on the plane and saw him comfortably settled down, greatly admiring his courage under all his physical disabilities and feeling very anxious about the hazards he had to undertake.

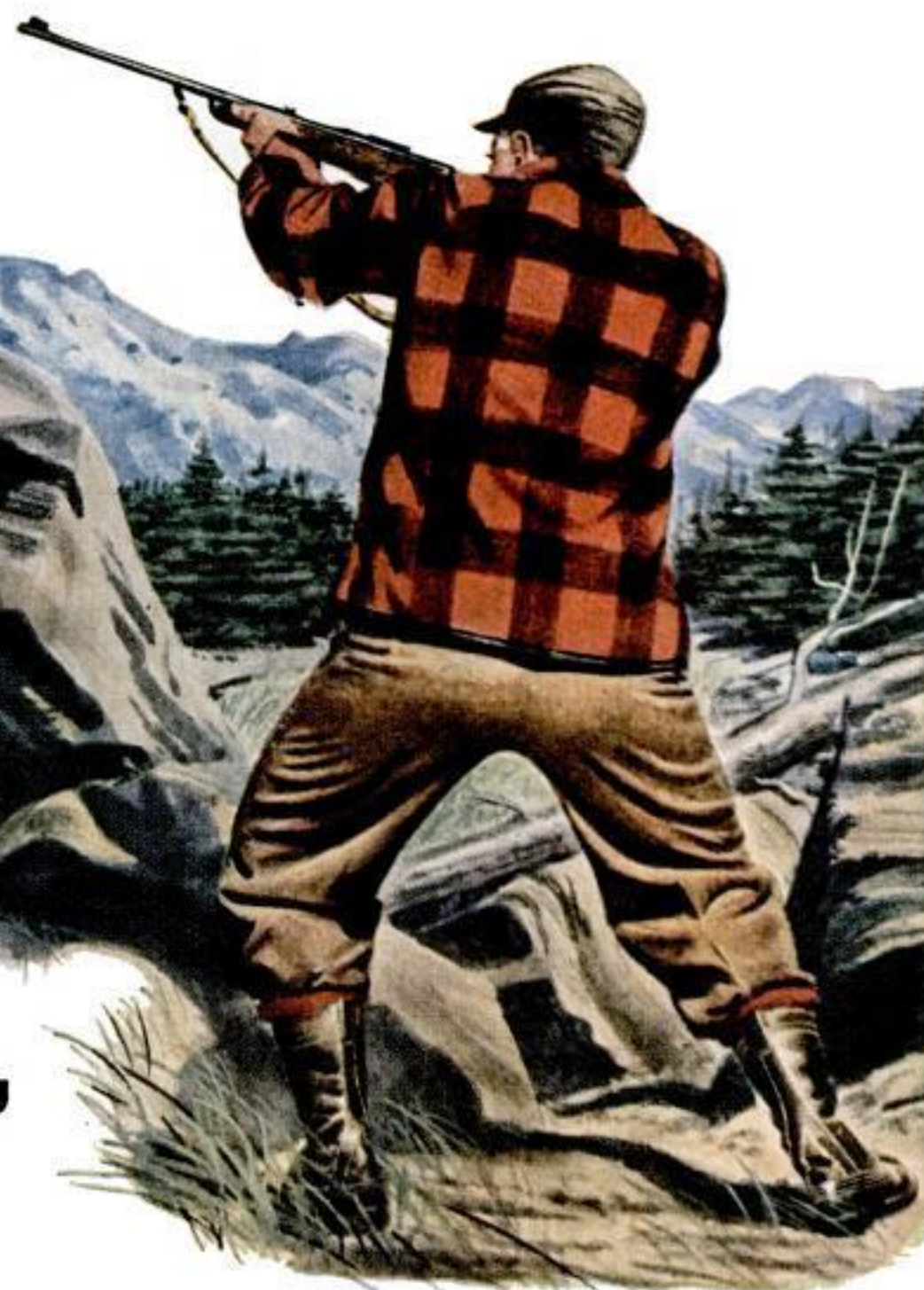
SHANGRI-LA, U.N. PLANS AND "STOMACH-TIME"

In next week's concluding instalment of the fourth volume of Churchill's war memoirs: the prime minister week ends at Shangri-La, and incurs the ire of Madame Chiang Kai-shek. . . . American political leaders hear him outline a postwar United Nations organization. . . . En route to Gibraltar, General Marshall proves himself a statesman and Churchill follows "stomach-time." . . . He sways a council of war at Algiers and wins cheers in a Roman amphitheater.



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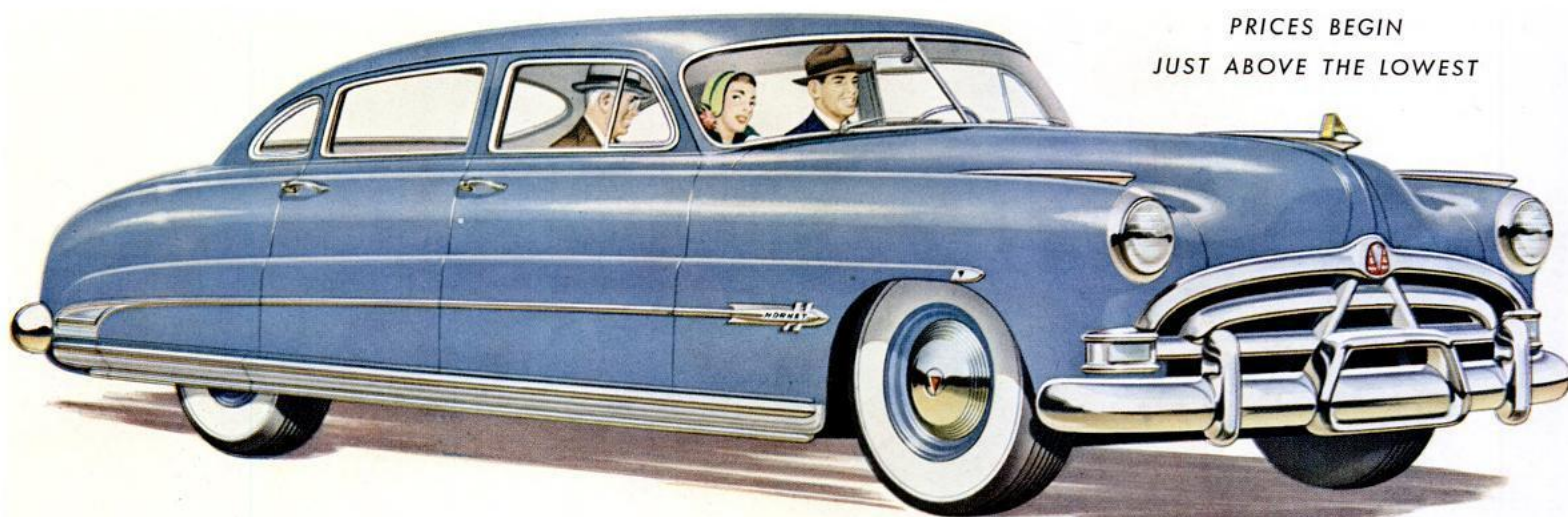
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*presents 4 rugged series
adds spectacular new car
scores engine sensation
introduces Skyliner Styling*



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HUDSON HORNET

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HUDSON's here for '51—with four rugged series of matchless new cars! The lower-priced **Pacemaker Custom**. The renowned **Super-Six Custom**. The luxurious **Commodore Custom**. And the fabulous **Hudson Hornet**!

Yes, there's a spectacular addition to Hudson's great line-up of new cars—the Hudson Hornet . . .

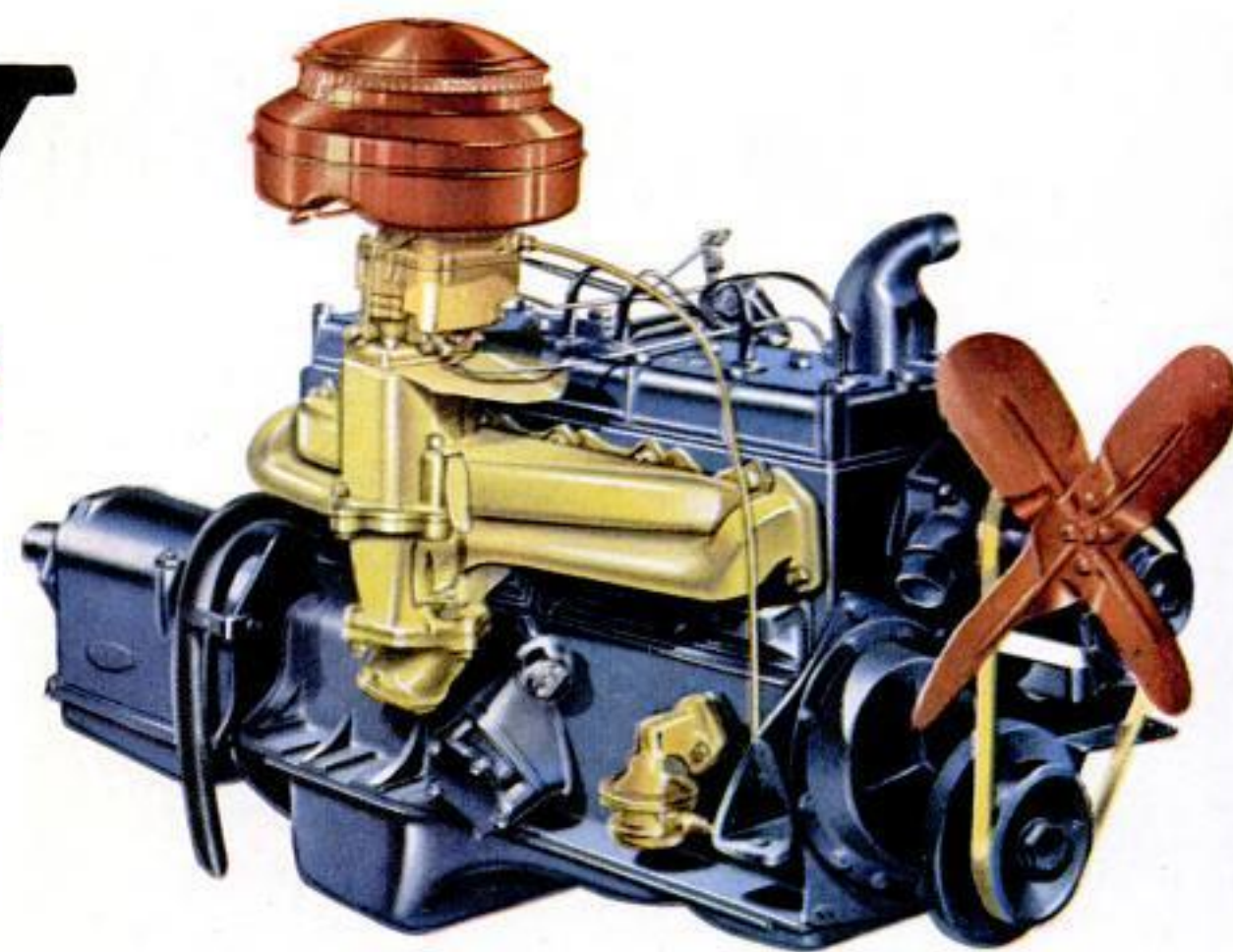
A magnificent newcomer—powered by the amazing, new H-145 engine, which delivers sensational high-compression performance—and does it on regular gasoline!

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It's the auto show of the year! New Hudsons for '51—at your nearby dealer's now! Won't you accept our invitation, see them soon?

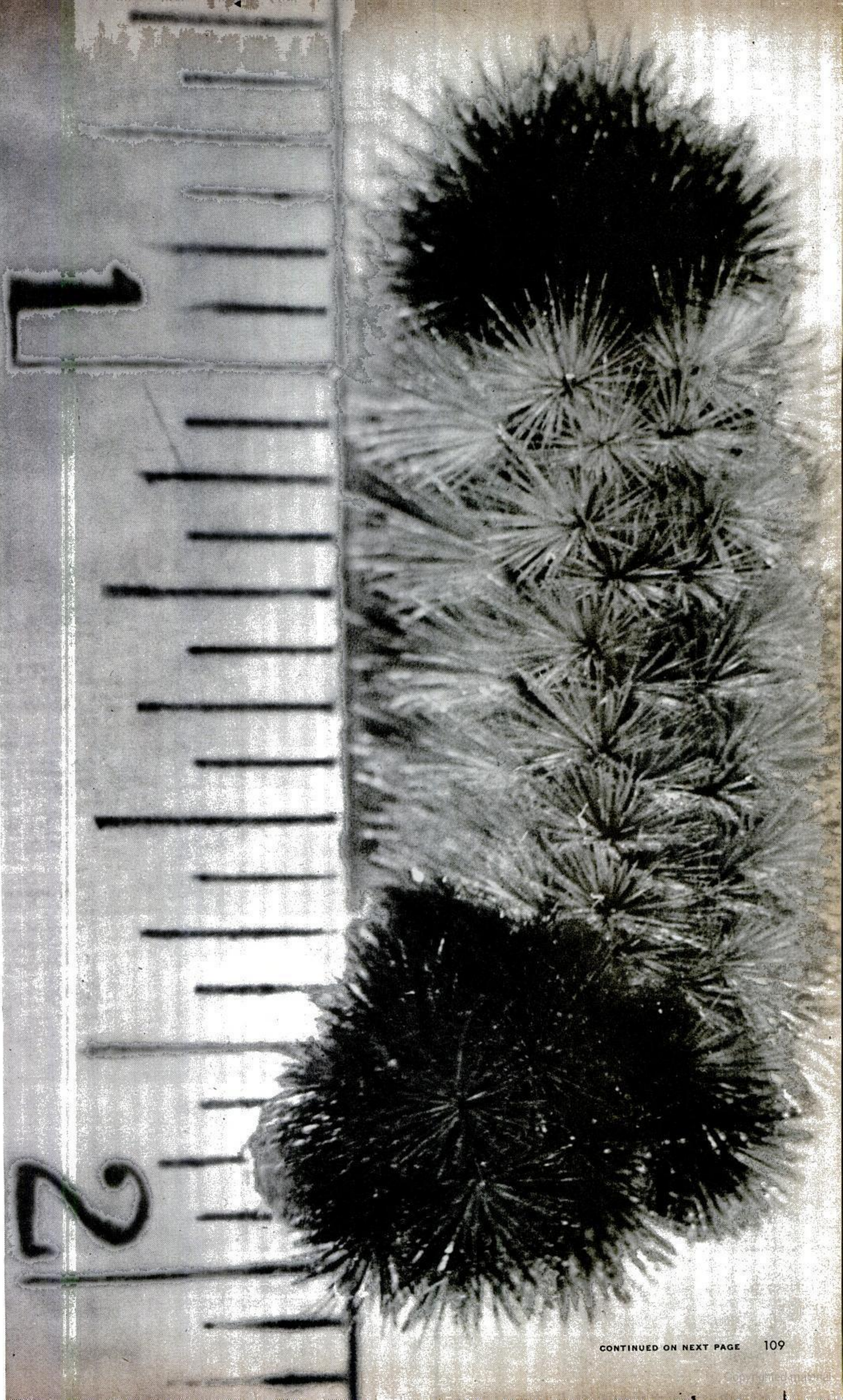
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WOOLLY PROPHET

CATERPILLAR'S BANDS INDICATE A MILD WINTER

Every fall the woolly bear caterpillar has a brown band around its middle. According to legend dating back to Colonial days, if the band is narrow, winter will be severe. But if it is wide, winter will be warm. In the fall of 1947, Dr. C. H. Curran of New York's American Museum of Natural History went to Bear Mountain to look at the woolly bears. He found that, of the caterpillar's 11 segments, only four were brown, a very narrow band. That winter New York

had its worst recorded snow storm in 76 years. Mildly surprised, Dr. Curran returned to Bear Mountain next year. This time the bears had more brown segments, which meant a moderate winter. They were right again. Last fall the bands were wide and another mild winter followed. A few weeks ago Dr. Curran measured 60 woolly bears, like that shown nine times life-size above. Most of the caterpillars this year had six brown segments, portent of an easy winter.

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says **ARNOLD CHAPEL**, salesman, Passaic, N.J.



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"I have real freedom of motion now! No more harness for me! The new batteries are so tiny, the new hearing aids so compact... I forget I have my hearing aid on!"



"TALK ABOUT MODERN MIRACLES!"

"With my new, tiny hearing aid powered with 'Eveready' batteries, I never miss a sound. I get wonderful reception and, now, nobody even guesses I'm wearing a hearing aid!"



"MEANS A LOT TO MY JOB!"

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Woolly Prophet CONTINUED



HUNTING BEAR, Dr. Curran and John O'Reilly (foreground) of the New York *Herald Tribune* pick bears off ground, carry them away in paper bags.



MEASURING BEAR at the Trailside Museum, Dr. Curran uses ordinary ruler. Called woolly bear because of its fuzziness, it correctly is *Isia isabella*.

Want a Million Dollars Worth of Flavor for a Dime?... Ask for **ALMOND JOY**

*Delicious, Tree-Ripened Coconut Topped
With Crisp Almonds And Robed In
Doubly Thick Milk Chocolate!*

ONE LUSCIOUS TASTE tells you why Peter Paul's ALMOND JOY is the finest, freshest candy money can buy! First you enjoy that deep, *double-thick* coating of fresh, mellow milk chocolate—blended to Peter Paul's exclusive recipe! Then you bite into the crunchy goodness of big, firm almonds toasted a golden-brown. And there you are at the heart of an ALMOND JOY—a juicy-moist center simply *filled* with the whitest, tenderest coconut that ever ripened in the Philippine sun!

● Treat yourself to an ALMOND JOY, specially wrapped to protect its *home-kitchen freshness*! The big double-bar costs only a dime — gives you two plump pieces of the candy with the million-dollar flavor!

And Be Sure To
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MOUNDS . . . The
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Twice As Much—

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Winston S. Churchill, O.M., C.H., M.P.

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Now, for the first time, you can send Christmas Cards distinguished by the paintings of Winston Churchill, Britain's great statesman, who has become the most famous amateur painter in the world. Carefully selected from over 200 originals, his paintings are reproduced on Hallmark Cards for 1950 in full, rich color.

On occasions when Mr. Churchill has submitted paintings under an assumed name (so as not to influence the judges), his canvases have been selected and honored by the Royal Academy of London. For in each stroke of the brush—each rich flash of color—you will find the same warmth and understanding that has made Winston Churchill's name great among people of good will the whole world over.

So, this year, *even more than ever*, you will want to visit the fine store where you buy your Hallmark Cards. Browse through the wide selection, the most beautiful, most memorable collection of Christmas Cards

you've ever seen. As you do, you can visualize the delight and appreciation of all who will receive your Hallmark greetings.

Here, on easy-to-see displays, you will find Hallmark Christmas Cards distinguished by Mr. Churchill's paintings and name. His "Chartwell in Winter," the charming Churchill country estate after a heavy snowfall... his vivid portrayal of the "Fox Hunt"... his serene "Mill Pond and Cottage"... and others as well.

And you will find, too, the work of such celebrated American artists as Grandma



Norman Rockwell

Moses and Norman Rockwell, to name but

two. Each card a perfect reflection of your own good taste as you convey the sentiments of the season. Each one with the "Hallmark" on the back that says "you cared enough to send the very best."



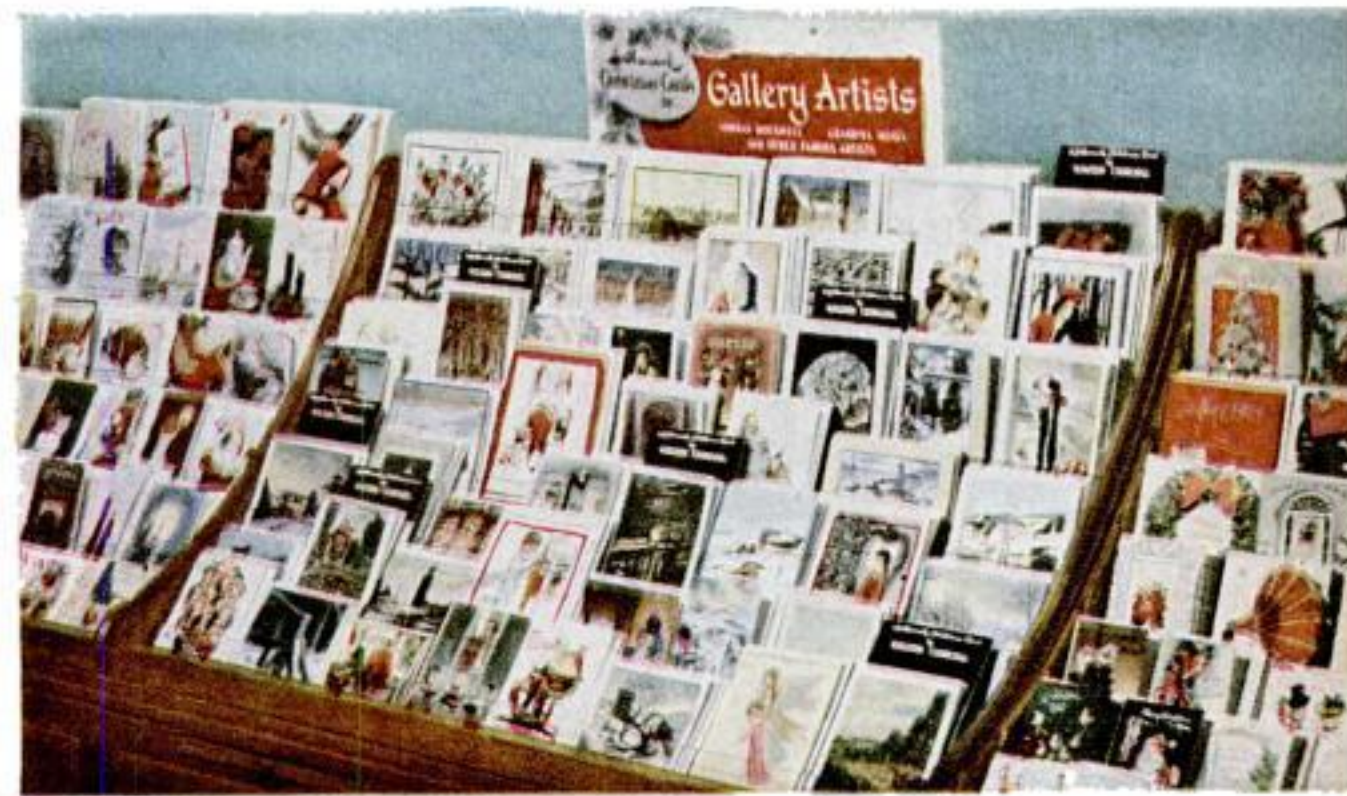
Grandma Moses

At Christmas, As Always, Remember

**Hallmark
Cards**

when you care enough to send the very best

In Canada... it's ~~South~~ Hallmark Cards



CARDS TO SELECT INDIVIDUALLY. Ask to see the Hallmark Gallery Artists Collection... Look at these masterpieces and select the card just right for each person on your list. You will find a wide selection featuring the work of Mr. Churchill... cards painted especially by Grandma Moses, Norman Rockwell and many other world-famous artists.



WINSTON CHURCHILL CARDS IN BOXES. Among the wide selection of Hallmark Boxed Collections—a convenient and economical way to buy your cards—you will find two special boxes featuring the distinguished paintings of Winston Churchill. 12 assorted cards are \$1.00. Or, if you prefer your cards *all alike*, boxes of 25 are priced at only \$2.00.



WINSTON CHURCHILL CARDS FOR IMPRINTING. Included in the famous Hallmark Albums—where you select from hundreds of cards for imprinting with your name—are Mr. Churchill's English countrysides, a hunting scene, sunny landscapes. For a wide and wonderful selection of truly distinctive Christmas Cards, see these fine Hallmark Albums.

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And these double-duty beauties are made to last! When you see them at your dealer's, note the strong, lifetime steel bracing. Note, too, that this sofa is always plump and new-looking. You sleep *only* on the mattress, *never* on any part of the sofa, so sofa seats don't flatten out.



Opening and closing your Hide-A-Bed is really easier than making the ordinary bed. Fold it away in the morning (bedding and all).



It's ready in seconds for heavenly sleeping at night. Special Simmons base construction prevents rolling toward center.

• Hide-A-Bed comes in many smartly styled fabrics •

YOU'LL FIND ten Hide-A-Bed styles to choose from, over 100 decorator-selected fabrics. So you can practically custom-decorate your room. All styles available in $\frac{3}{4}$ love-seat size.

At top of page, "Berkeley" Lawson Sofa in Cromwell grey mohair frieze with matching bouclé base fringe.

At right (A), "Berkeley" Lawson Sofa in eggshell tapestry with bouclé trim.

At right (B), "Claremont" Sofa in green mohair frieze, with matching floor-length fringe.



A



B

Only Simmons makes **HIDE-A-BED**

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JOLSON GIVES OUT WITH FAMILIAR PATTERN AND SONGS ON KOREAN TOUR WHICH PRECEDED FATAL ATTACK

DEATH OF THE JAZZ SINGER

Al Jolson, the great showman, ends a half-century career after a last tour of duty at Korean front

Al Jolson died last week, of a heart attack following a strenuous tour of Korea where he was the first big-name entertainer to visit the troops. A mob of 20,000 people came to the funeral services in Hollywood, stormed police lines, sobbed with unashamed emotion. It was appropriate enough for Jolson, who never believed in hiding

his feelings. Some people who had never seen him on the stage or in his early movies wondered why he was so loved. Jolson had an overpowering gift for arousing excitement in theater audiences. Though he told jokes, he was not really a comedian. He was more like an oldtime tub-thumping preacher when he got down on his

knees to sing *Mammy* or threw his arms wide out in cheer-up songs like *April Showers*. Taken word by word, his messages were maudlin. But Jolson had a genuine affection for people and he spoke directly to the human heart. On his death he left over \$3 million to be distributed among people and institutions of all religions.



STRAINING POLICEMEN hold back part of crowd of 20,000 which came for a peek at Jolson's casket in front of Hollywood's Temple Israel, where the funeral

services were held. Jolson, whose real name was Asa Yoelson, was about 64 when the final heart attack came while he was playing gin rummy in San Francisco.

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the full hip



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torso. All \$5.95*

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Youthcraft

the girdle with the lingerie look

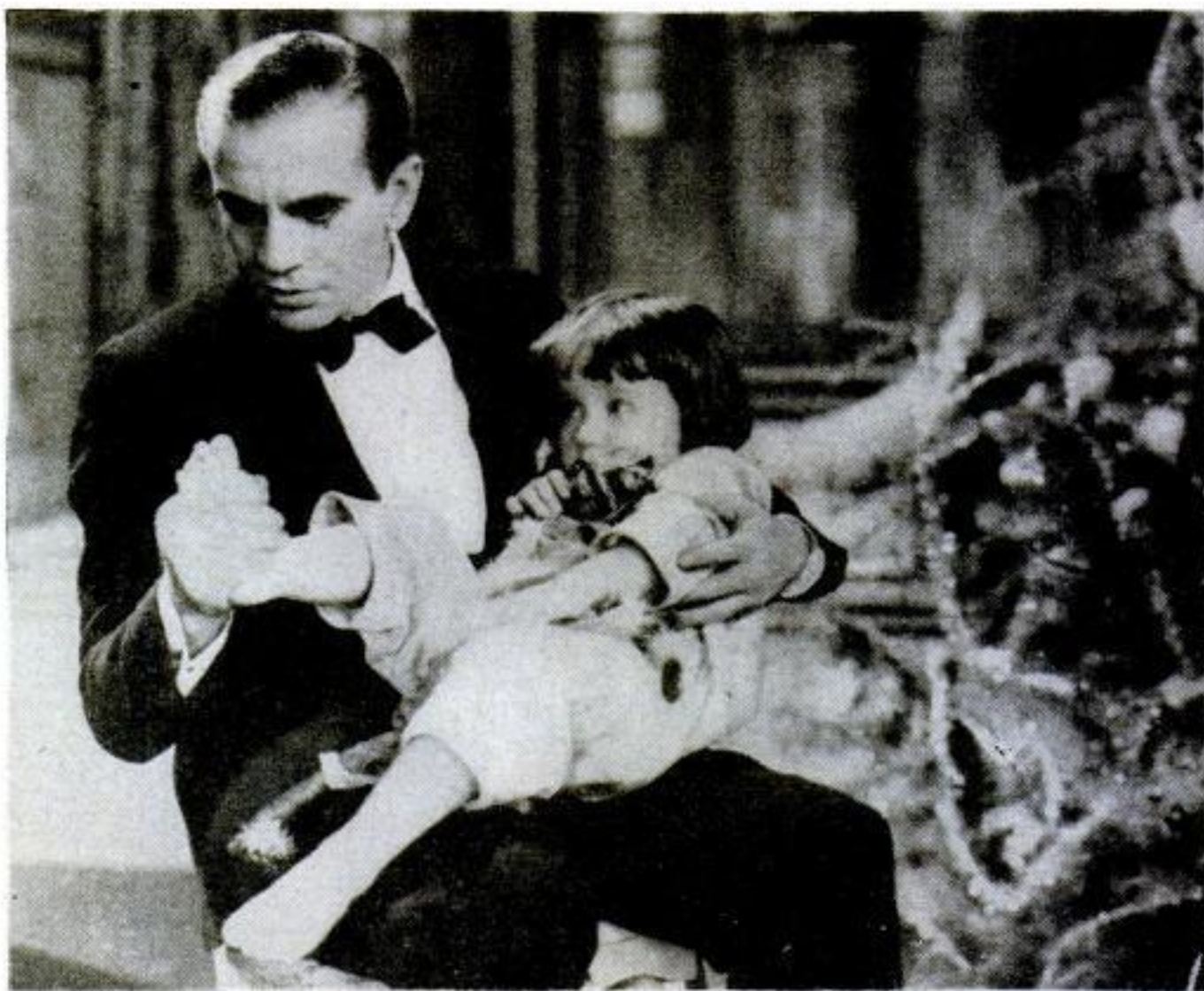
Al Jolson CONTINUED



"MAMMY!" cries Jolson in blackface with trombonelike sobs as he drops to his knees before the footlights. "I'd walk a million miles for one of your smiles, my mammy!" He sang this most famous of his numbers for the first time in 1921.



"THE JAZZ SINGER," the first movie to use the human voice, told a story which paralleled Jolson's own: an immigrant Jewish boy torn between the ritual observances of his rabbi father and his own impassioned love for jazz music.



"SONNY BOY!" he croons to David Lee in the 1928 movie, *The Singing Fool*. "When there are gray skies, I don't mind the gray skies, you make them blue, Sonny Boy," was the highest expression of Jolson's sentimental optimism.

CONTINUED ON PAGE 118

VARICOSE VEINS

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*Sheer Leg
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gasoline engines

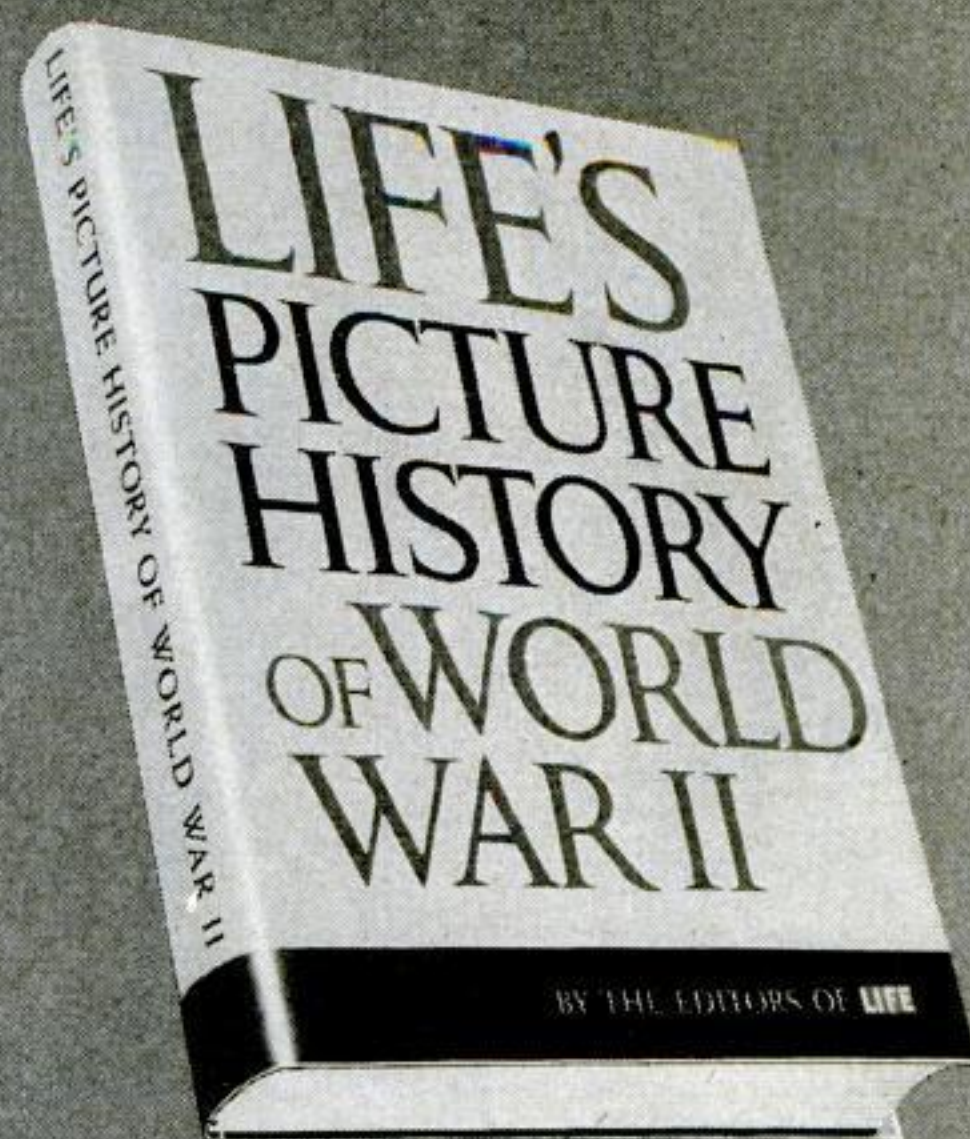


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A Message of Appreciation



LIFE extends its sincere thanks to the half-million Americans who are now reading *Life's Picture History of World War II*.

The first thanks go to the more than 450,000 of you who ordered the book in advance of publication. Such interest in a book that no one had seen was a gratifying vote of confidence in those depressing days that always come just before a book goes to press.

Our warm appreciation goes, next, to those who have sent us letters of praise. To men like John Sutherland Bonnell, pastor of New York's Fifth Avenue Presbyterian Church, who writes, "This is indeed a fascinating, informative and altogether thrilling book." To mothers like Mrs. Bertha E. Edwards of Pittsburgh, whose "copy eventually will belong to a little granddaughter whose daddy served in the war." To fathers like D. W. Brown of Mountain Top, Pa., who had five boys in World War II and says, "We would not take a lot more for the *Picture History* than we paid for it." To these and to all other readers who are taking the time to tell us how much *Life's Picture History of World War II* means to them personally, LIFE's warmest thanks.

Thanks, too, to those who have given us their personal criticisms of the book... like the man who wrote, "I am 87 years old and my reading is confined to the armchair. The book is so heavy I cannot hold it close enough to study the pictures or read the captions."... and the woman who said, "I don't want to be reminded again of those tragic years."

The editors were understandably pleased with the thousands of fine comments made in the nation's press and on the air. Sample excerpts: "This really magnificent record of World War II is a finer tribute to the fallen soldiers, correspondents and photographers of the democracies than any arch or statue," Reviewer Sterling North. "It's the only book of its kind, and the only one there's ever likely to be," Associated Press Reviewer W. G. Rogers. "It is indeed a 'ghastly, grisly, story,' but much more than that, and well told," Mark S. Watson of the Baltimore *Evening Sun*. "A magnificent record, edited with intelligence and presented with skill and accuracy," Walter Millis, New York *Herald Tribune*. "A magnificent and impressive performance," Charles Poore, New York *Times*. "Never was a book like this—just as there never was a war like World War II... Inexpressibly warm and factually tremendous," N. R. Howard, editor of the Cleveland *News*.

The most welcome praise is that which comes daily in letters from the officers and enlisted men who fought in World War II. Very special thanks to them, including General Omar N. Bradley, who said, "It is the finest book of its kind I have ever seen. LIFE certainly did a grand job on the text and the historical narrative."

LIFE's very special thanks, also, to the people in high places, who must here remain anonymous, for the very fine comments quoted on the right.

"A superb job... a most important and impressive work."

"No personal library should be without it."

"Our children and their children will thank you even more."

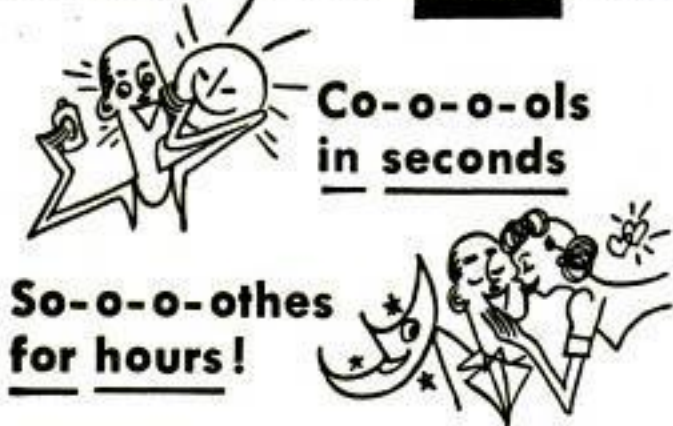
"More than lives up to my advance expectations."

"A tremendous job, done with consummate skill."

LIFE



NEW Palmolive After-Shave Lotion
Makes Your Face Feel Refreshed, Invigorated!



Here's one after-shave lotion that really makes your face feel refreshed, invigorated—yes, its specially selected ingredients *cool* your skin in seconds! You'll enjoy its clean, outdoor scent . . . and, the emollient effect of Palmolive After-Shave Lotion actually *soothes* your skin . . . for *hours and hours*!

A marvelous underarm deodorant, too. Try it today!

A new idea in after-shave comfort!



Only America's Finest Pipe Tobacco comes in a Real Pouch

- The Edgeworth pouch fits snug in your pocket. It's comfortable—convenient.
- Preserves that famous Edgeworth Extra High Grade quality and flavor.

MAKE YOUR PIPE DREAMS COME TRUE.
 ENJOY TODAY'S SUPER-MILD EDGEWORTH



GOOD.. any old time!



the cracker with that swell cheese flavor



America's largest selling cheese cracker!
 Sunshine Biscuits, Inc.



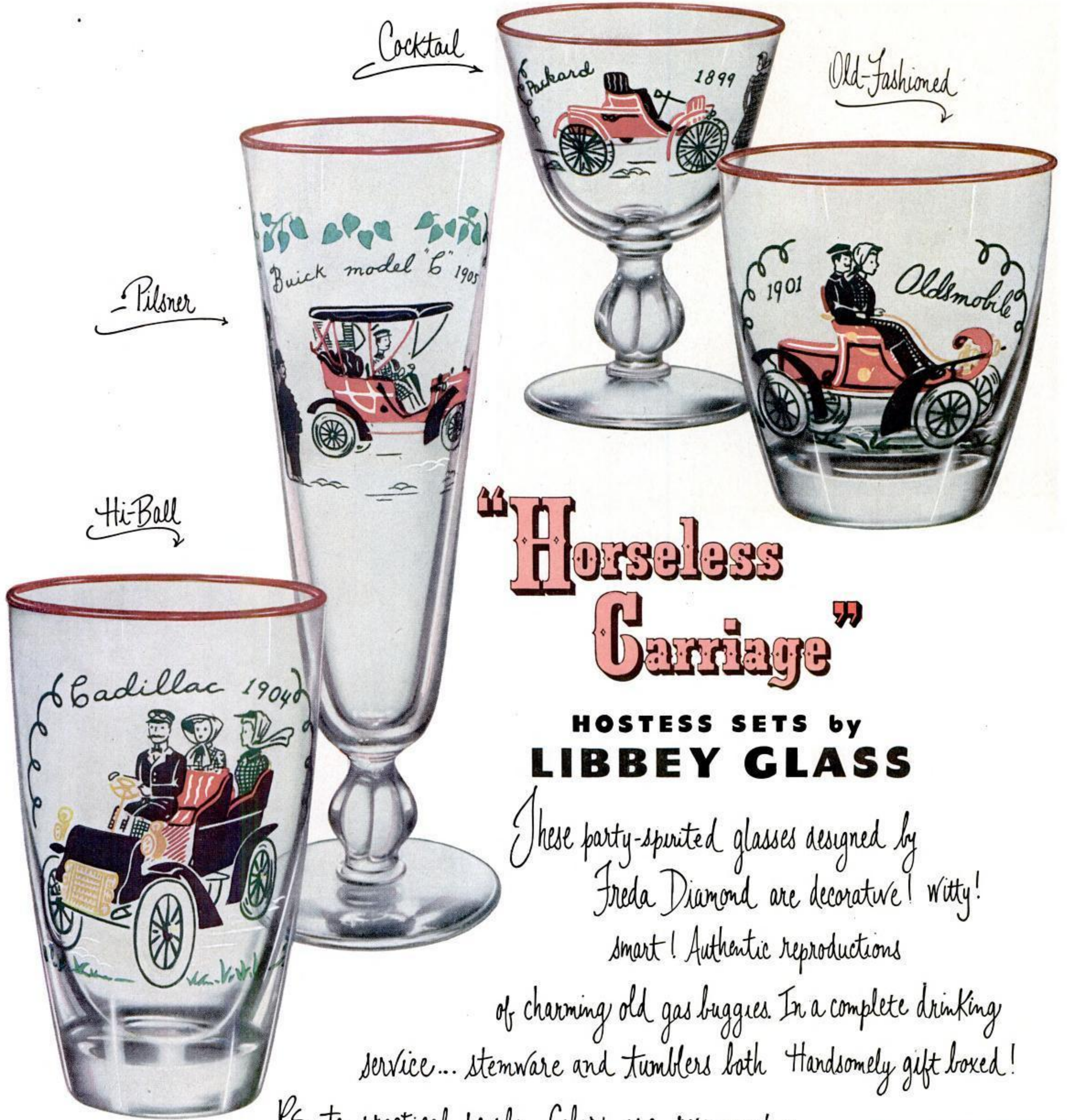
WIFE NO. 3 was Dancer Ruby Keeler, here seen with Jolson in a show called *Hold Onto Your Hats* in 1940. They were divorced in 1939.



LARRY PARKS (left) was human form through which disembodied voice of Jolson passed in movies, *The Jolson Story*, *Jolson Sings Again*.



JOLSON'S WIDOW arrives at the funeral. She met him during one of his World War II hospital tours, became his fourth wife in 1945.



"Horseless Carriage"

HOSTESS SETS by
LIBBEY GLASS

These party-spirited glasses designed by Freda Diamond are decorative! witty! smart! Authentic reproductions

of charming old gas buggies. In a complete drinking service... stemware and tumblers both Handsomely gift boxed!

*P.S. to practical people. Colors are permanent, rims are guaranteed **

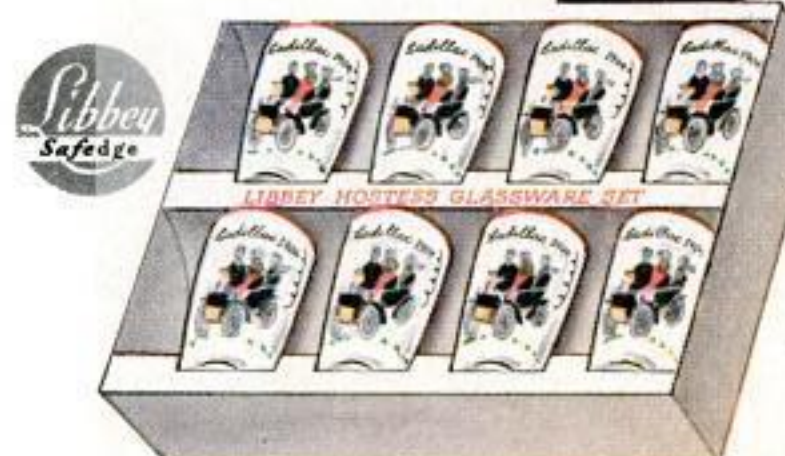
* "If the rim of a 'Safedge' glass ever chips, we'll replace it."

At leading stores everywhere.

8 of one shape, boxed, \$5.00



8 of one shape, boxed, \$3.00



Set of 4 jiggers
(not shown) \$1.00

all prices slightly higher
in the South and West



ALEXANDER SMITH'S BARBIZON BROADLOOM in the room above shows you just one of eight lovely colors in which this beautiful textured design is loomed. You may choose it for wall-to-wall carpeting, or for rugs cut and

bound to fit your rooms, in any of these shades: Green, Rose, Beige on Green, Gold, Blue, Grey, Beige or Winter Plum. For Clara Dudley's color-idea book "Colorama," send 25c to Alexander Smith, 285 5th Ave., N. Y. 16, N. Y.

Beautiful
Beautiful
Barbizon
Broadloom...

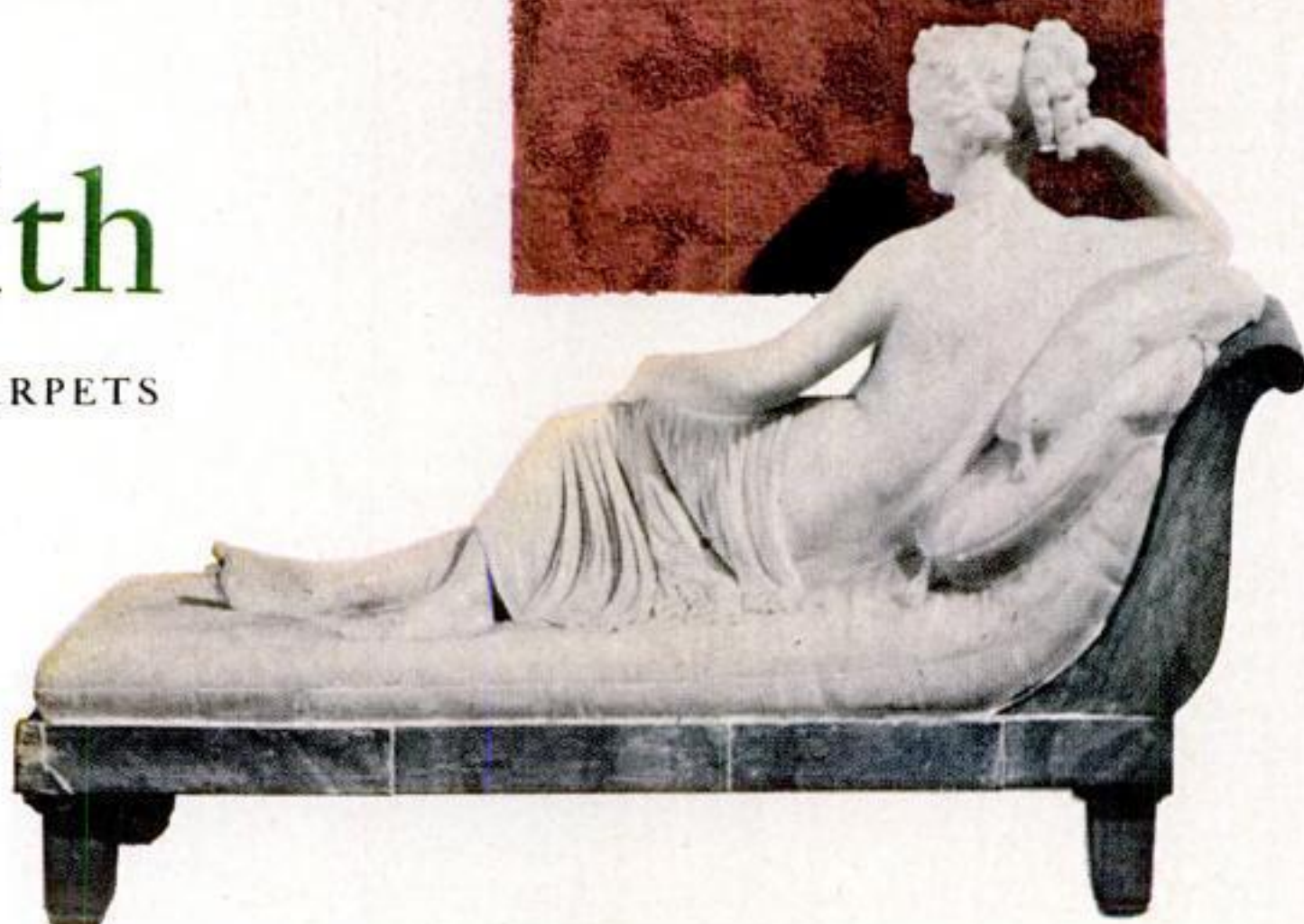
For its gentle elegance...for the grace of its design, subtly described in wools of two contrasting textures...for its harmonious colors, from lyric half-tones to vibrant deep-tones...for the luxury of its soft, rich pile underfoot... Barbizon has become one of the most coveted of broadlooms. You will find it now, in the eight decorator shades you see here, and in ample quantities, at your favorite department, furniture, or specialty store. You may have wanted it before. You may buy it, now. Alexander Smith's Barbizon is priced about \$14.50 a square yard.*

Alexander Smith

FLOOR-PLAN RUGS



BROADLOOM CARPETS



*Slightly higher in the West. Copyright 1950 Alexander Smith & Sons Carpet Company

You're **Lucky** with Apple Pie EVERY Time



when you use



Sliced Apples

LUCKY LEAF APPLE PIE—So easy and economical—because there's no tedious peeling, no waste. The firm, full-flavored slices are ready to use. So delicious—because this is choice, *tree-ripened* fruit. And the most beautiful pie you ever baked—because it doesn't fall in the center. Complete recipe on every can.



DELICIOUS DESSERT APPLES—For a marvelous ready-to-eat dessert, serve Lucky Leaf Sliced Apples just as they come from the can, or with cream or cinnamon. Also, use them for your favorite apple desserts—Brown Betty, tapioca pudding, dumplings, strudel and others.



Lucky you—lucky day—when you discover Lucky Leaf Apple Products. They're the aristocrats of the apple world—prepared from luscious fruit grown in the famous orchards of the Blue Ridge Mountains and put up by the folks who *grow* the apples—folks who take a special pride in bringing you highest quality and orchard-fresh goodness.

Stock up now—during Lucky Leaf Apple Harvest Festival

Ask your favorite food store for these wonderful Lucky Leaf treats. Rich-flavored, golden Apple Sauce. Tangy, sparkling clear Apple Juice. Zestful, sweet-tart Apple Butter. Delicious Apple Jellies in 5 popular flavors and in beautiful sculptured Lucky Leaf tumblers that you'll want to save for table use later. Smooth, mellow Cider Vinegar. Knouse Foods, Peach Glen, Pennsylvania.

ENJOY ALL NINE IN THE LUCKY LEAF LINE

Sliced Apples
Apple Sauce

Apple Juice
Apple Jellies

Apple Butter
Cider Vinegar

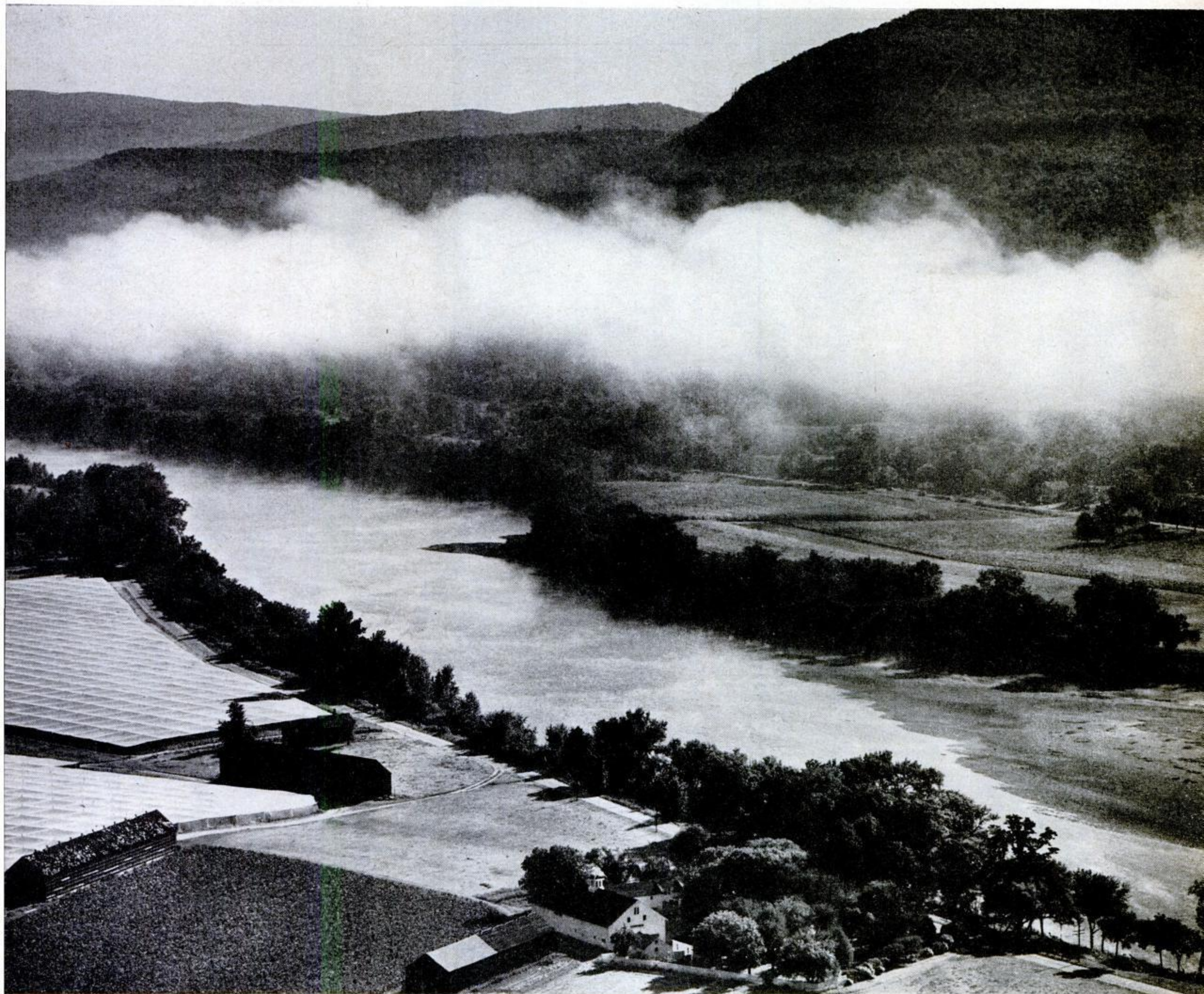
ALSO

Red Tart Cherries Tomato Juice White Distilled Vinegar

Put up by the Folks who **GROW** the Apples!



The Connecticut River



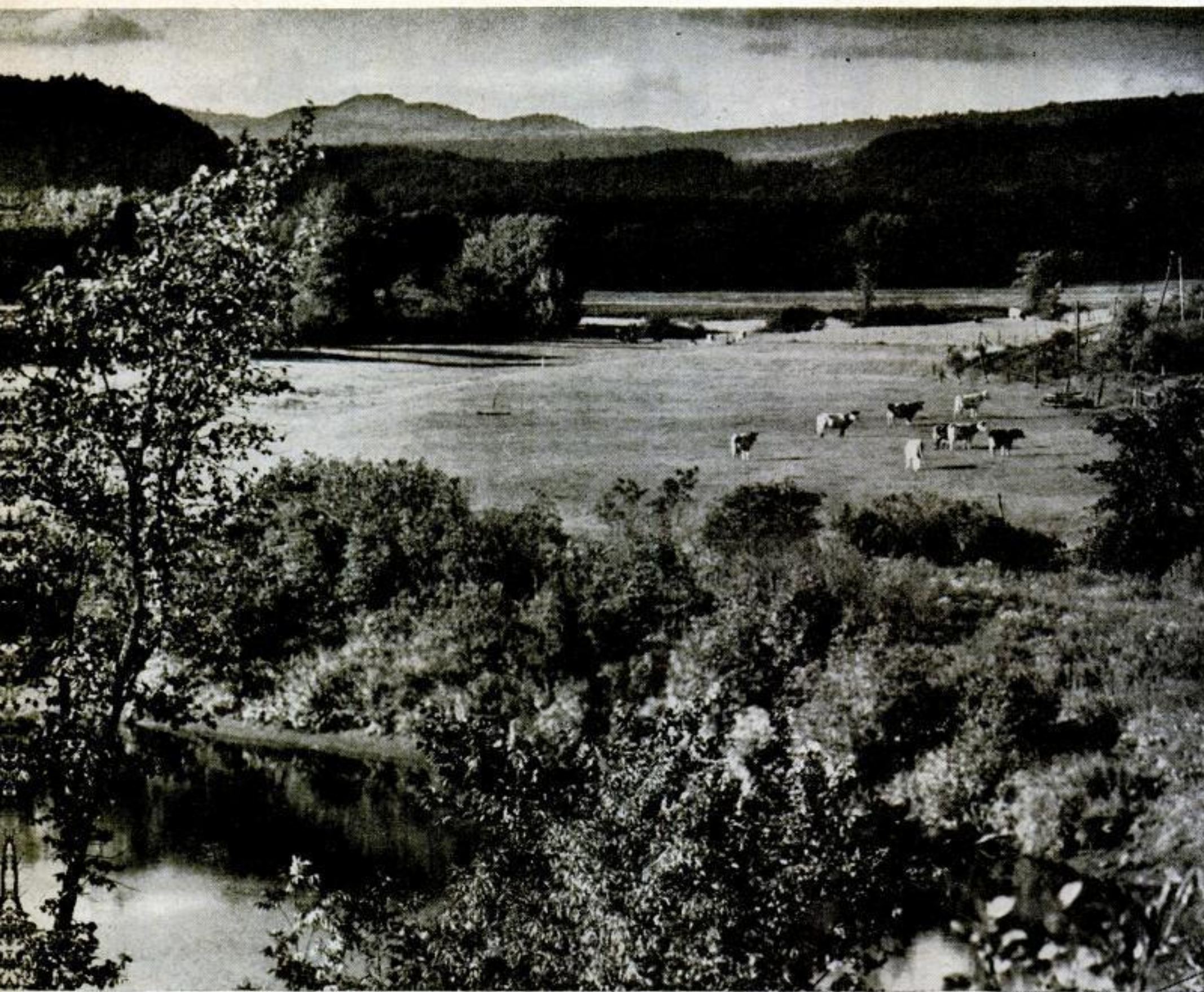
A MORNING MIST RISES FROM THE RIVER, ADMITTING THE SUN TO CLOTH-SHADED TOBACCO FIELDS BELOW MT. SUGARLOAF, MASS.

Man works to improve valley that served him well

PHOTOGRAPHED FOR LIFE BY MARGARET BOURKE-WHITE

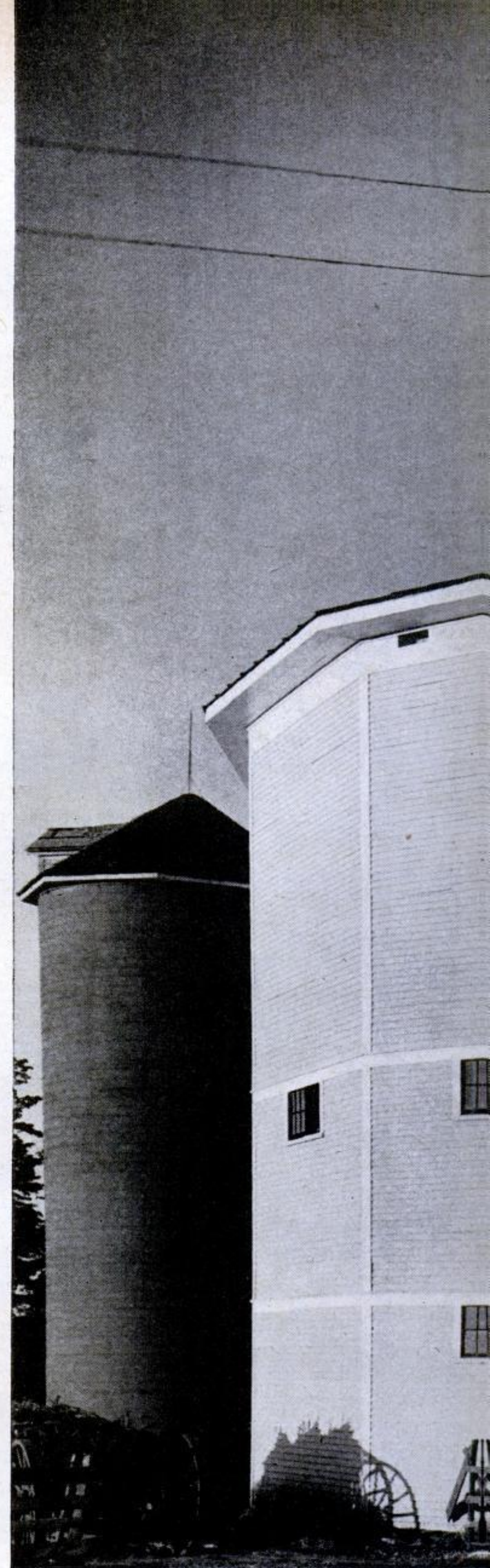
As gently as sweet Afton, the Connecticut River flows through four states in search of the sea. Almost everywhere it meanders it gives New England a lovely old English look. In such rural reaches as Sunderland near Deerfield (*above*) and in the towns that line its terraced banks, it preserves throughout its length a polite and placid air of domesticated tranquillity that few American rivers ever attain. The Connecticut has served man better than he has served it. It rarely rebelled while he stripped its forested slopes, polluted its waters and silted its bottom with topsoil. But at times it rose to repay his despoliation with disastrous floods. Now, for the first time

since the white man wrested it from the Indians, one generation is in position to improve the river for the generations to follow. A comprehensive plan for reforestation, flood and erosion control has been drafted by the U.S. Forest Service and Soil Conservation Service and awaits state action. While it would cost \$53 million (about half in public, half in private funds), it calls for no surrender of Yankee autonomy to a river authority, and in terms of readily realized benefits it would be fairly cheap as river rehabilitation goes. On these pages LIFE takes a tour of the endangered beauties and riches of the Connecticut to report on the commerce and culture it has spawned.



PASTURE LAND near West Stewartstown, N.H. lies just below the Canadian border. Here in

the upper valley, with many twists and turns, the young river divides Vermont, New Hampshire.



"ROUND" BARN (actually 16-sided) near Piermont, N.H. was built by Farmer Ernest L. Stevens, 75 (*left*), in 1906. Inside it his 70 Holsteins' stalls are "in the round," facing center. Milk goes to Boston.

← **FARMER STEVENS** and his son-in-law, Henry Dearborn, 41, have run Sunnybrook Farm together since Stevens' tractor broke his leg last year. Henry gladly quit a power lineman's job to go back to farm.

ROADSIDE STAND of Farmer Fred Nelson at Westminister Station, Vt. is one of dozens on river. He has banked 10 tons of blue Hubbard squash behind tomatoes. His stand lures up to 500 motorists a day. →



Rich fields, round barns

The Connecticut Valley's first crop was trees: the tallest and straightest were marked by timber cruisers to be cut for masts for the king's navy. Most of the big trees were floated down-river long ago, in the days when a man could walk from bank to bank on the great log booms. Today the upper valley is dotted with neat dairy farms like Ernest Stevens', whose barn is shown above. Dairying has become Vermont's leading industry. Maple sugar and syrup, for whose processing St. Johnsbury, Vt. is the center, constitute a diminishing crop—demand for maple wood for furniture and women's shoe heels is depleting the "sugar bushes," the groves of syrup maples. Down-river the big cash crops are "shade" tobacco and vegetables.



CANADA

Connecticut
Lakes

Green Mountains

White Mountains

VERMONT

NEW HAMPSHIRE

MASSACHUSETTS

MASSACHUSETTS

Quabbin
Reservoir

Westfield R.

Farmington R.

SPRINGFIELD (MASS.)

THOMPSONVILLE (CONN.)

GRANBY

WINDSOR

MANCHESTER

HARTFORD

FARMINGTON

GLASTONBURY

WETHERSFIELD

GILEAD

NEW BRITAIN

PORTLAND

MIDDLE HADDAM

Salmon R.

COLCHESTER

MIDDLETOWN

HIGGANUM

HADDAM

CONNECTICUT

CHESTER

DEEP RIVER

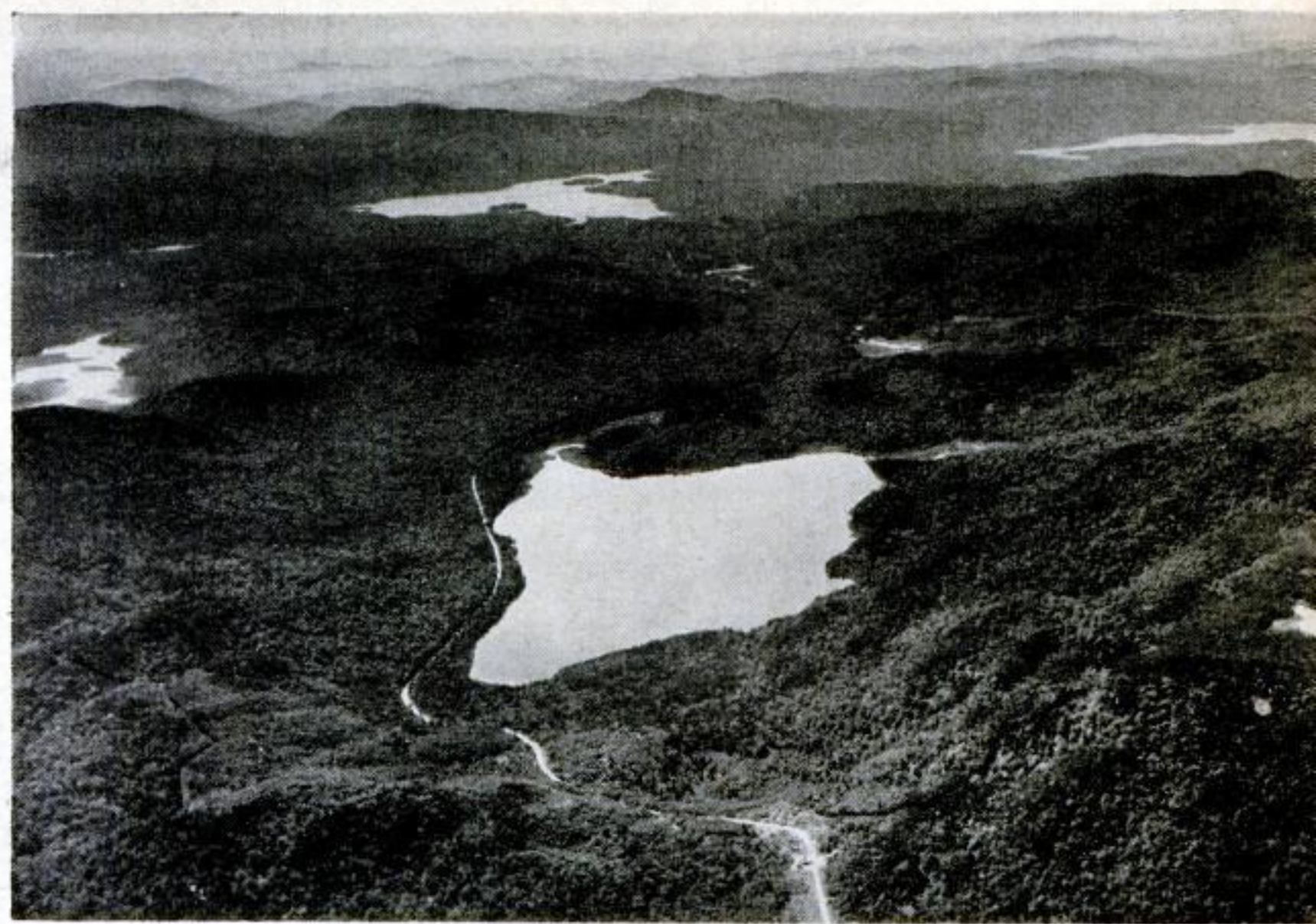
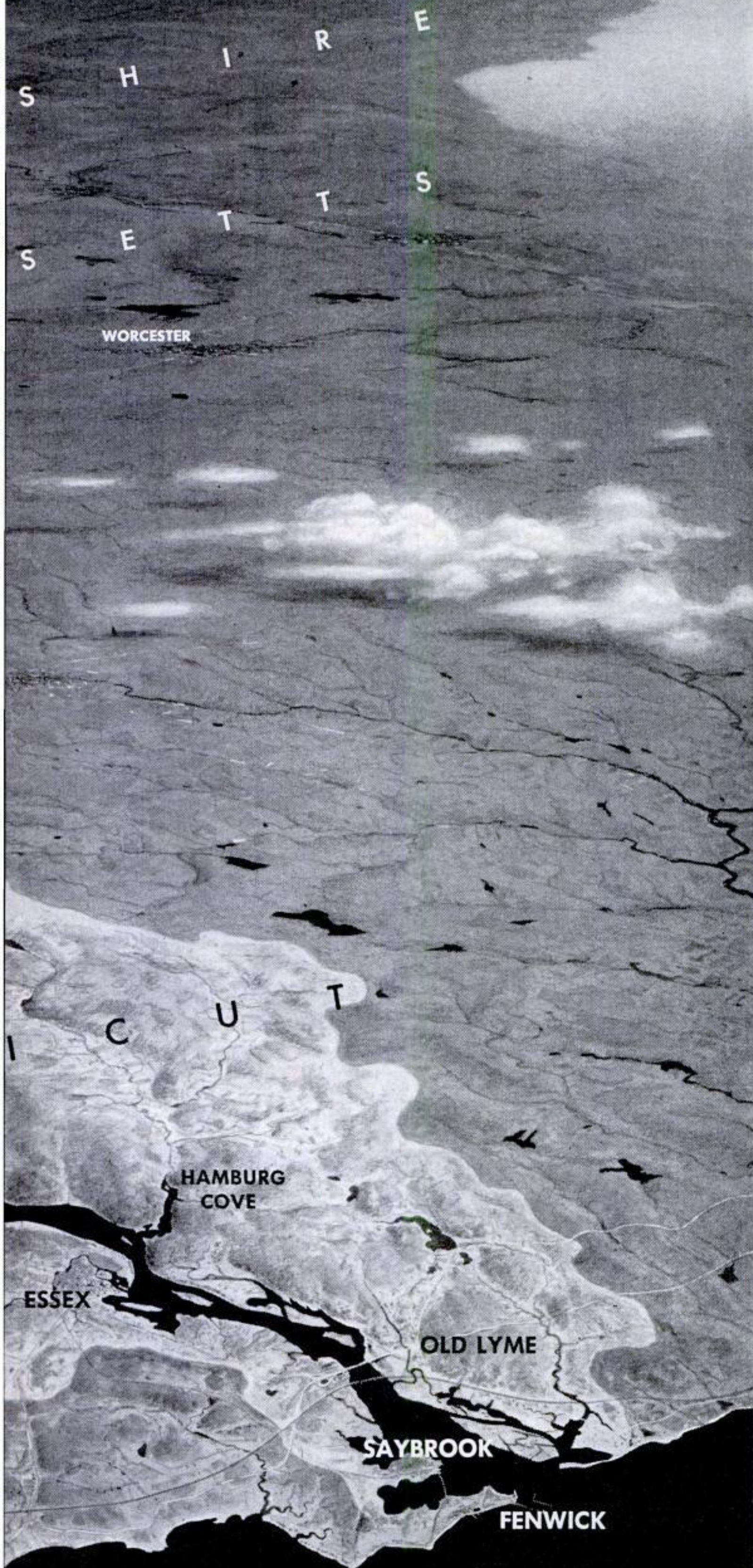
MERIDEN

IVORYTON

NEW HAVEN

BRIDGEPORT

Long Island



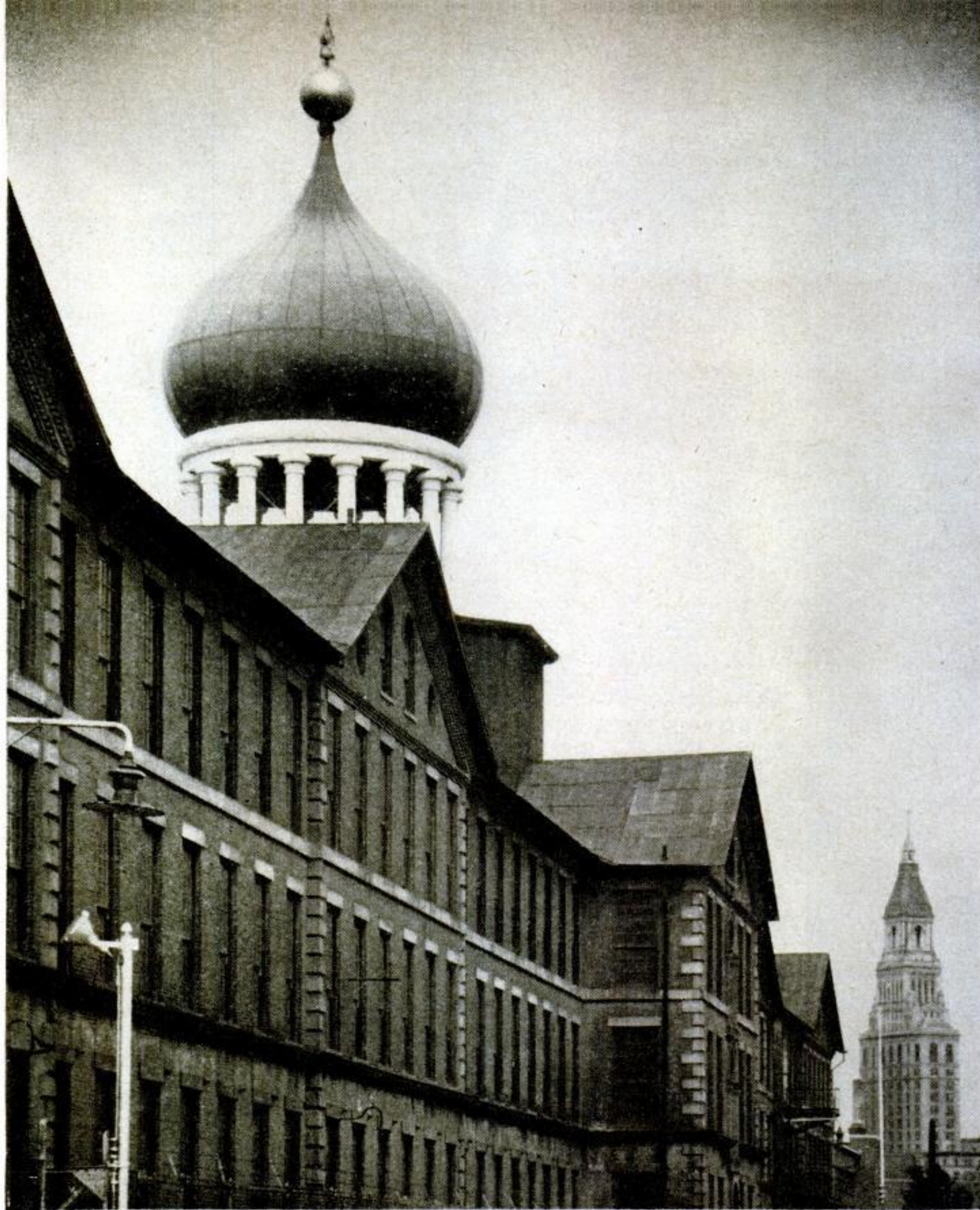
RIVER'S SOURCE is the five "Connecticut Lakes" in the wilds of northern New Hampshire. This aerial picture was taken looking south from across the Canadian border, which zigzags from left to right in foreground. Customs house is astride the highway at bottom center. The large lake in center is Third Lake.

The powerful currents of thought and history

The Connecticut flows 392 miles to get from the Canadian border to Long Island Sound, which as the crow flies is only 280 miles. That makes it New England's longest river, which in terms of bigness is not saying much, for among all U.S. rivers it ranks only 43rd. Like New England, however, it has exerted an influence on American civilization out of all proportion to its size, and from this standpoint ranks with the fabled Tigris, the Nile and the Thames. White men sailed into its mouth six years before the Pilgrims laid eyes on Plymouth Rock. It was at Hartford, on its banks, that the Reverend Thomas Hooker planted the heretical seed from which the New World's democratic philosophy grew: "The foundation of authority," he announced firmly in 1638, "is laid, firstly, in the free consent of the people."

As a main current of American thought, the river has fertilized some weird experiments, such as the Indian Stream Republic which, in 1832, briefly sought to create a buffer state between the U.S. and Canada. It has nurtured some great religious enterprises, such as Dwight Moody's missionary hotbed at Northfield, Mass. It has been benign to educational plants: Yale University was born at its mouth, and Amherst, Smith, Dartmouth, Mt. Holyoke and nearly a hundred others, most of them founded as an expression of religious zeal, have thrived along its bends. The free public education, universal suffrage and abolition movements all started along the river. So did one phase of the conservation movement; the country's first reforestation project was launched by the Shakers of Enfield, Conn. 51 years ago. But conservation cannot be said to have thrived along the Connecticut. Its green pastures and covered hillsides belie the fact that man has treated it as carelessly as he did the Dust Bowl. The salmon and shad have all but abandoned its once clear pools, and its denuded forest floors no longer regulate its tributaries as nature intended that they should. But by building dams and watercourses and returning a quarter of a million acres to forest use, the government plan may save one river that it is not too late to save.

RIVER'S COURSE winds through four states. West bank forms Vermont-New Hampshire border; court decisions placed line there instead of in midstream, thus giving river to New Hampshire. Connecticut-Massachusetts line is between Thompsonville, Springfield; Massachusetts-New Hampshire line between Northfield and Dublin; Massachusetts-Vermont line between Greenfield, Brattleboro.

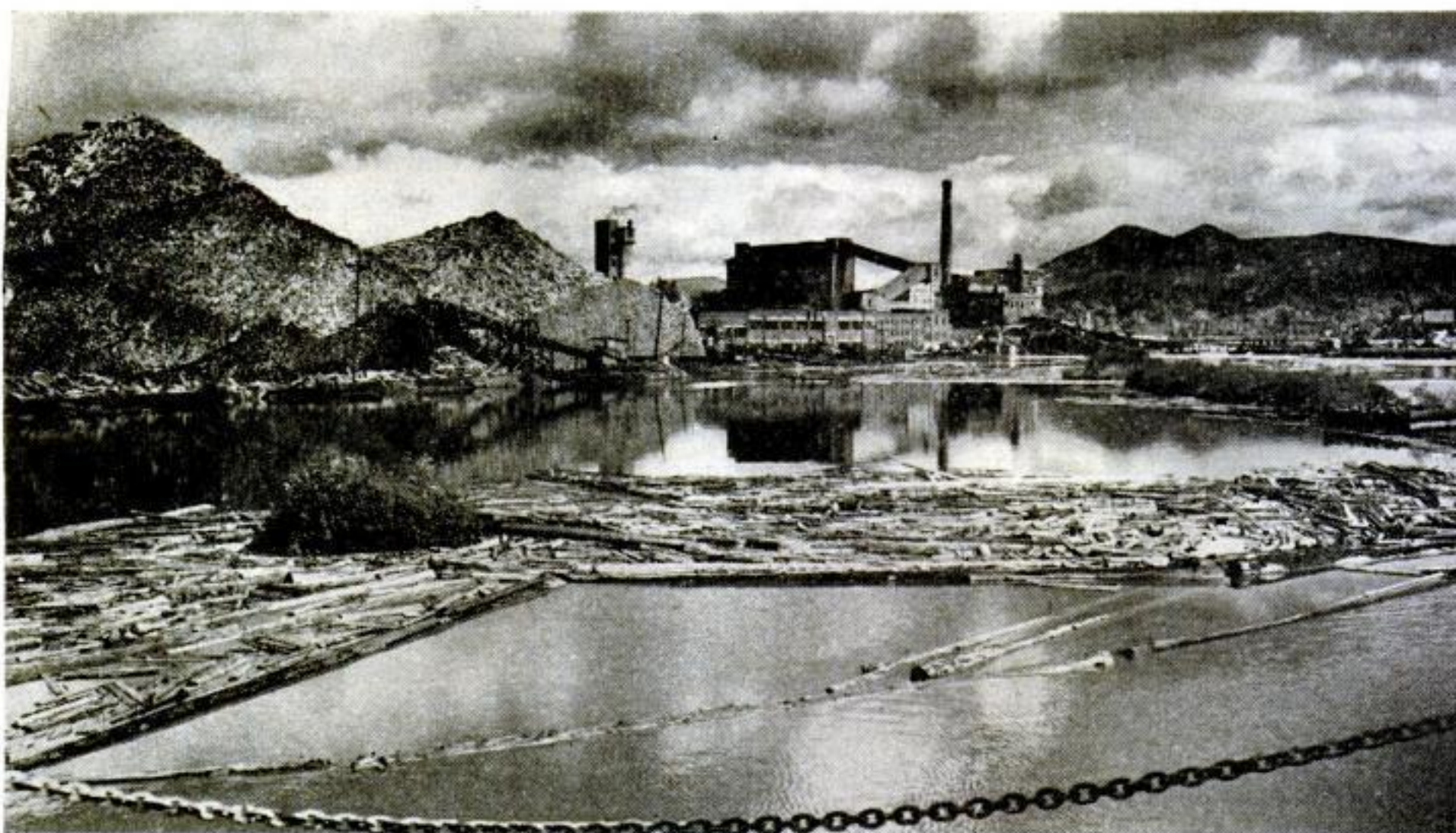


COLT'S BLUE ONION DOME AND TRAVELERS TOWER JUT INTO HARTFORD'S SKYLINE

Wellspring of inventiveness

If the Mississippi is the father of waters, the Connecticut is the mother of invention, home of a thousand trademarks that have become household words. It gave the country its first submarine, its first steamboat, its first plow and its first hats, and now gives it around \$1.5 billion worth of manufactured goods a year. The pictures on these pages testify to that quality

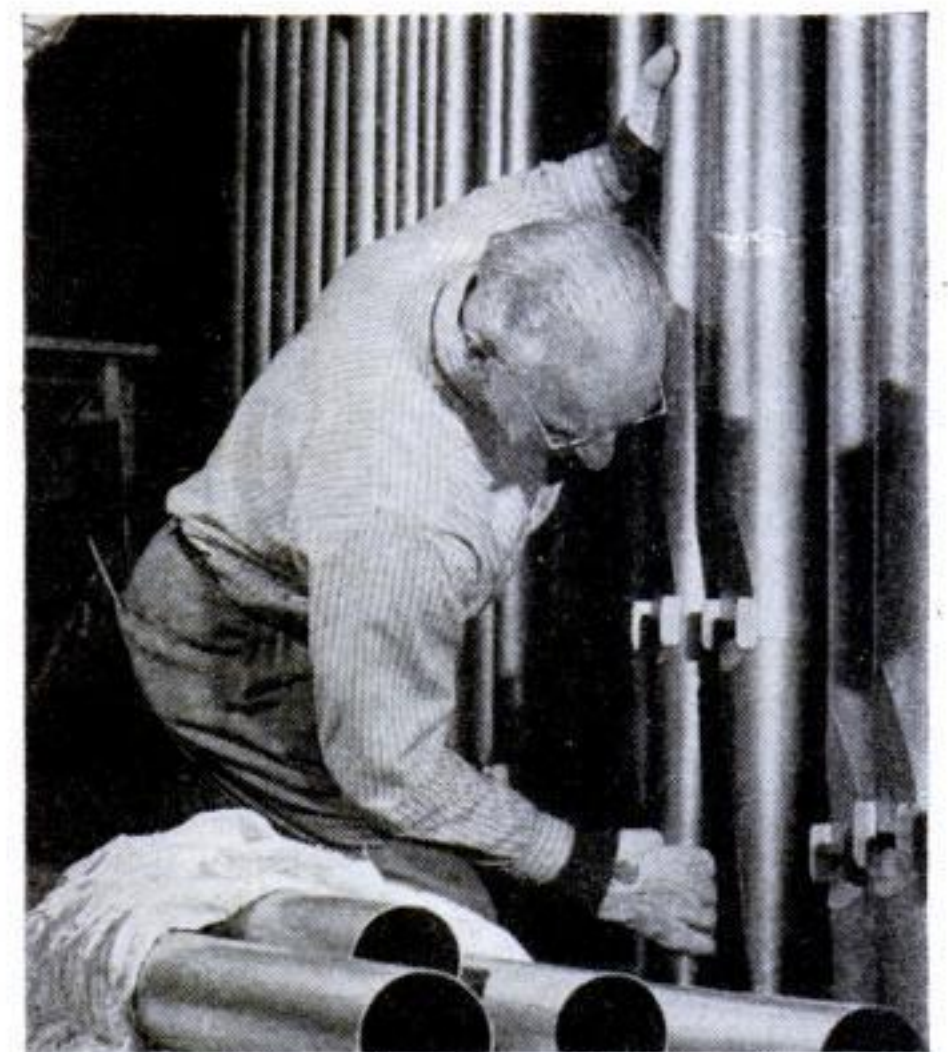
of inventiveness and to Yankee pride as well. The incongruous dome above, surmounted by a colt rampant, was proudly decreed by Samuel Colt for the top of his Hartford armory right after he got an order for 5,000 revolvers from the sultan of Turkey. Like Colt the whole valley is proud that its skills and the goods it fashions are well regarded all over the world.



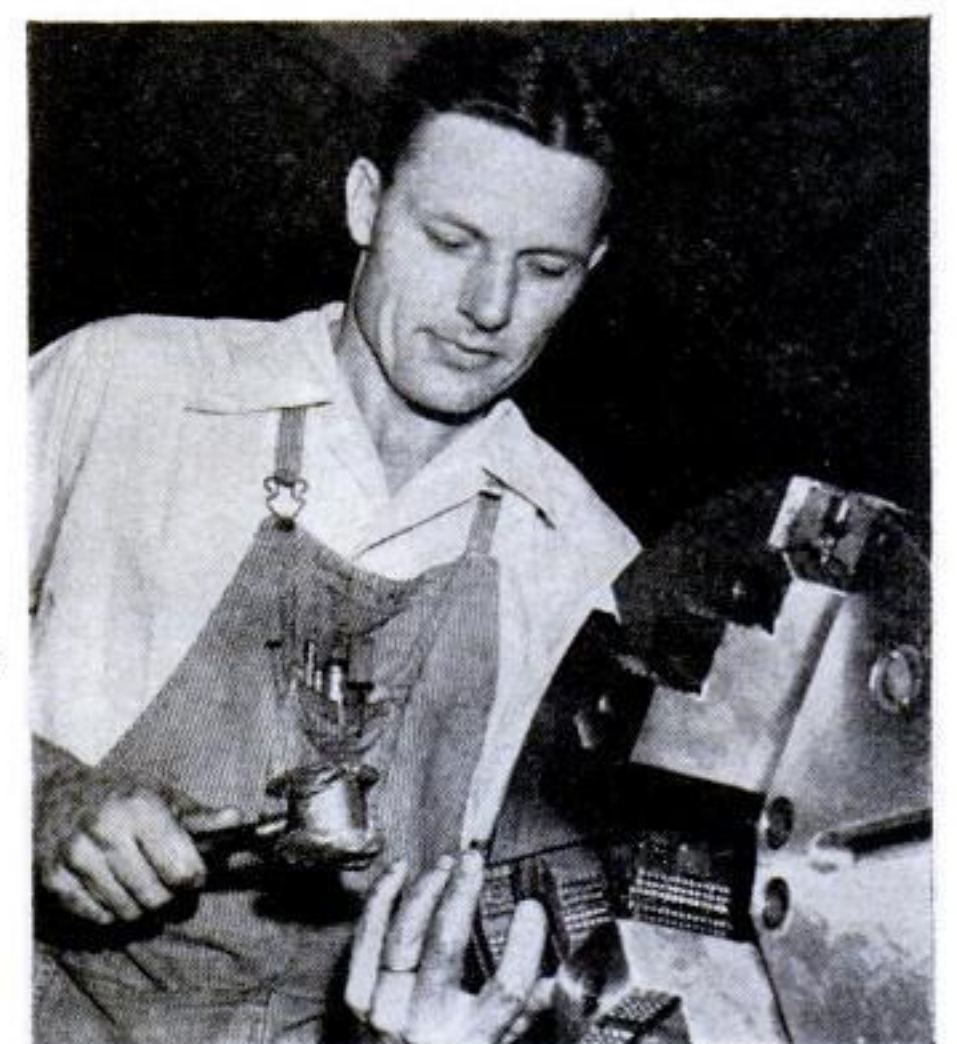
THE CONNECTICUT CONTINUED



AETNA LIFE President Morgan B. Brainard, 71, whose firm is one of the biggest of 48 that make Hartford the "insurance capital" of U.S., holds a vase of State House Staffordshire china, which he collects.

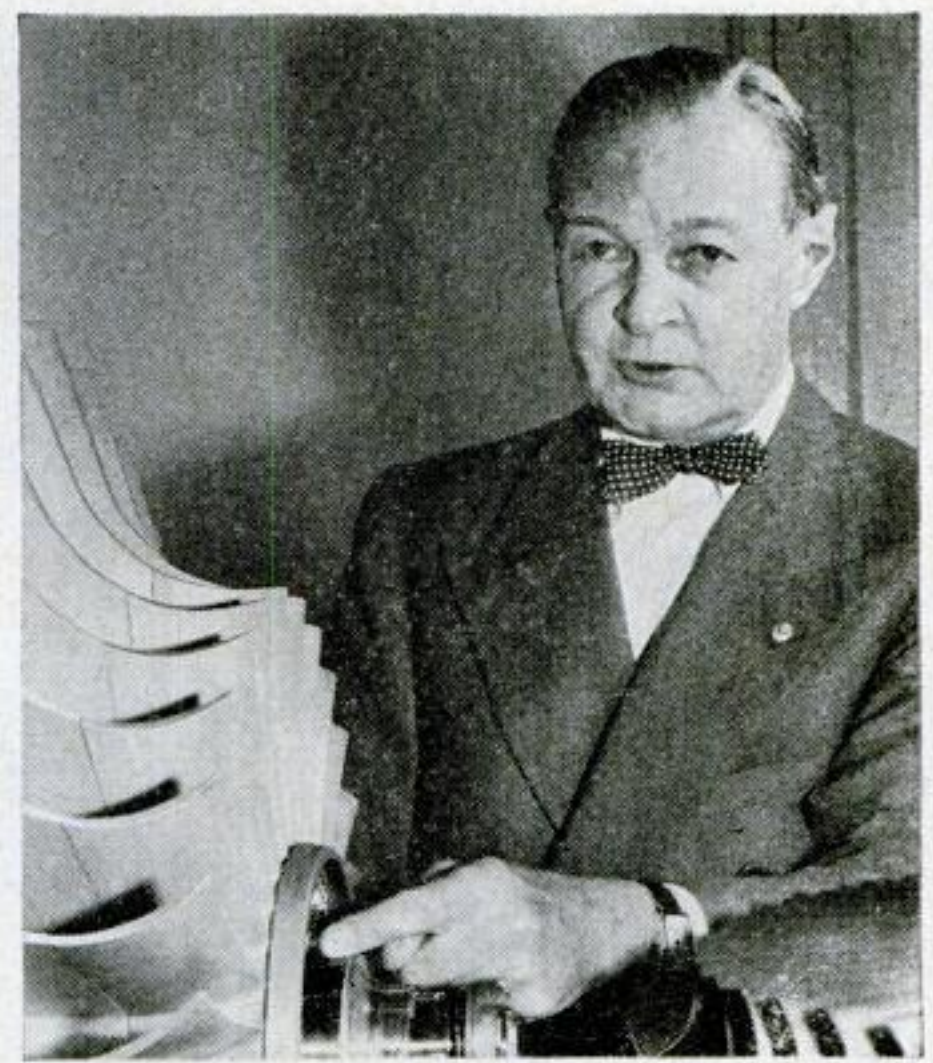


ESTEY ORGAN'S Clarence W. Trendell, 65, head pipe chest maker, aligns pipes in sockets for a church organ going to Laurens, S.C. Trendell has worked for the Estey plant at Brattleboro, Vt. for 35 years.



JONES & LAMSON Toolmaker Cecil E. Fisk, 37, works on the final tooling of a J. & L. turret lathe at Springfield, Vt. Fisk lives across the river at Charlestown, N.H., where forest was cleared by his forebears.

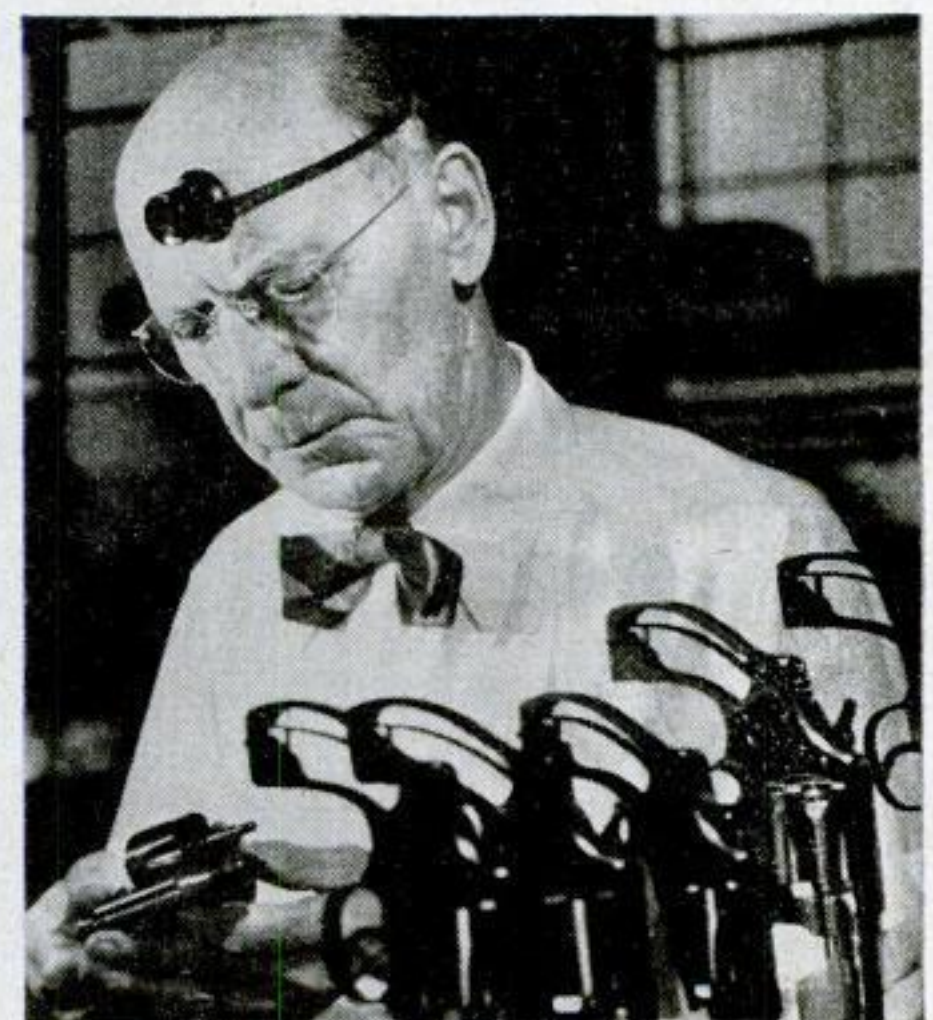
← GROVETON PAPERS' mill at Groveton, N.H., where the Upper Ammonoosuc flows into the Connecticut, uses 180 cords of pulpwood a day from piles at left. It comes from second-growth pine and spruce.



PRATT & WHITNEY Organizer Frederick B. Rentschler, now chairman of United Aircraft, displays part of Turbo-Wasp engine P. & W. makes for Navy and Air Force fighters in East Hartford plant.



AMERICAN OPTICAL Inspector Phyllis Vincent gauges welders' glasses for thickness. Her firm built its mechanized plant in a meadow at Brattleboro because it needs lots of water from the river close by.



SMITH & WESSON Pistol Engraver Harry Jarvis, 75, disassembles a revolver for decorative engraving in S. & W.'s modern gunmaking plant at Springfield, Mass., where he has worked off and on for 30 years.

← **"PAPER CITY"** of Holyoke, famed for high-grade papermaking, straddles the river. Its canals divert stream, which enters city in the foreground. They provided hydraulic power for early textile plants.



THE ORDERLY RIVER passes a cleanly tailored village landscape on this bend between Hatfield and Hadley, Mass. One of the earliest settlements of western Massachusetts, Hadley shows (lower right) the

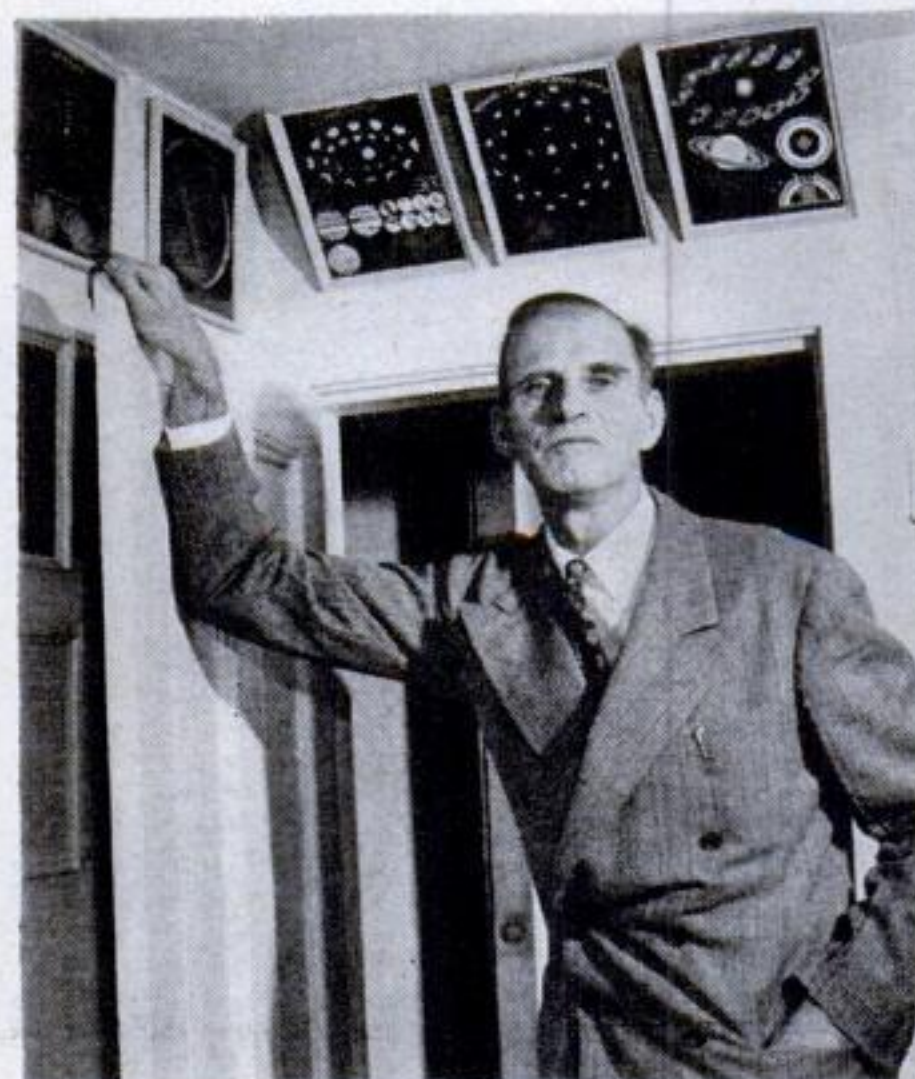
typical layout of New England colonial villages. The houses face each other across a wide green or common, with their neat strips of farmland stretching out to rear. Hatfield lies beyond the fields on left bank.



CALENDAR ARTIST Maxfield Parrish, still turning out paintings at 80, was one of first to join famed Cornish, N.H. art colony. His house and studio is near Blow-Me-Down Brook, tributary of the river.



MOVIE DIRECTOR Robert J. Flaherty (*Nanook of the North*, *Louisiana Story*) and his wife Frances live near Brattleboro. She came from Maine and bought their house to have an anchor to New England.

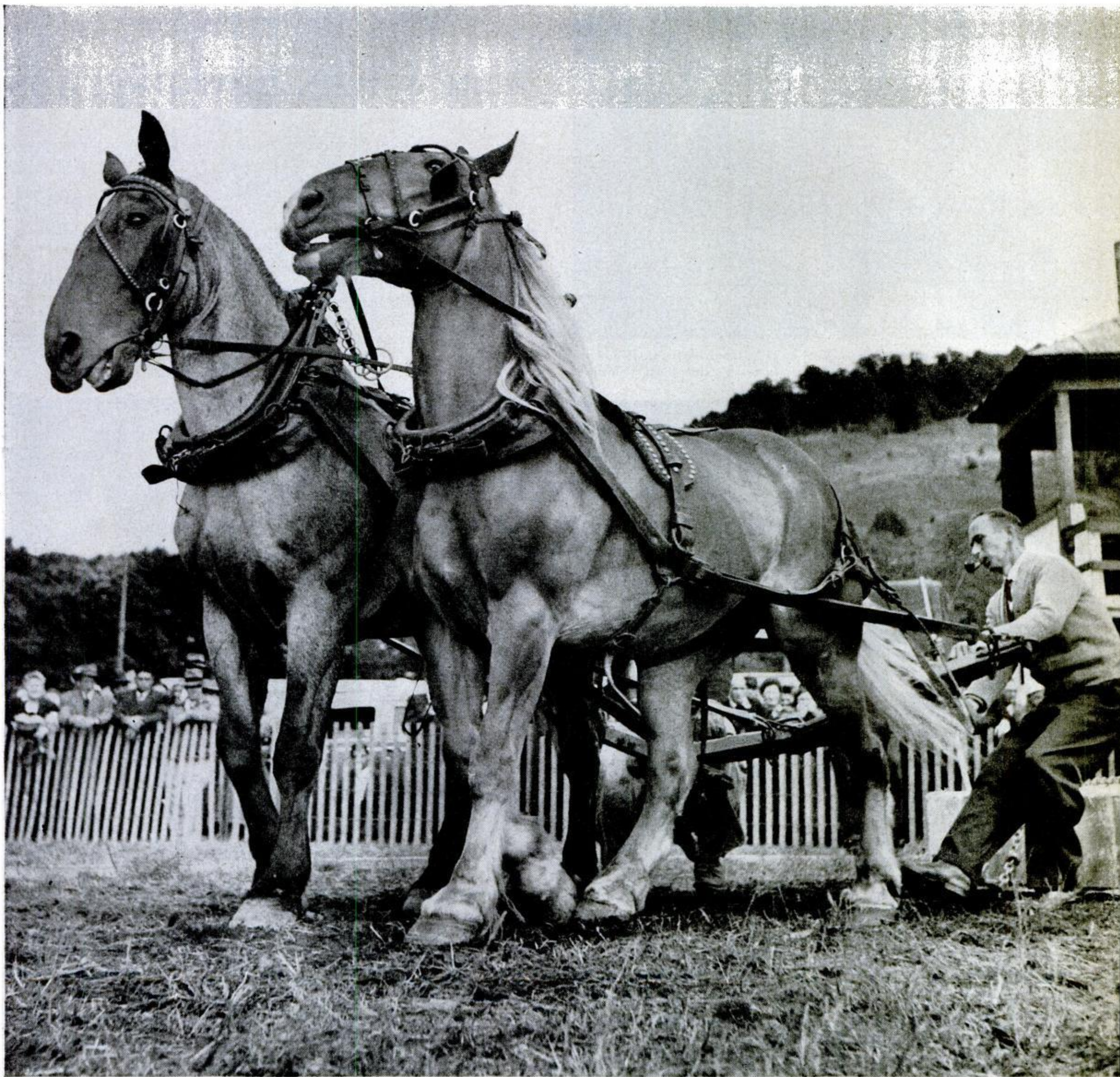


ALMANAC PUBLISHER Robb Sagendorph, a Bostonian who moved to Dublin, N.H., saved *Old Farmer's Almanac* from folding in 1940. He sells it all over U.S. to people with a nostalgia for New England.

Sanctuary for escapists on valley's rustic slopes

There is a saying in Vermont that the more famous a person is, the worse the road to his house. Along with New Hampshire, Connecticut and Massachusetts, Vermont has many deplorable access roads, kept that way by people who want to be inaccessible. In the Connecticut Valley a "back to the hills" movement has been going on for generations now, among more or less well-to-do celebrities wanting to get away from it all. They may find it no easier to put down roots in the rocky New England soil than on the pavements of the big city, but many find security in the atmosphere where the solid

old New England virtues thrived. One of the oldest havens for escapists is New Hampshire's Cornish colony, founded in the 1880s and boasting, besides a memorial to Sculptor St. Gaudens, such practicing creators as Maxfield Parrish (*left*). For a variety of scenic and temperamental reasons the Connecticut Valley has claimed many other immigrants in recent years. Each finds it reminds him of home, and all find it a place of satisfying open spaces, where a man can decide for himself how much he wants to have to do with the community—which in turn can take him or leave him alone.



DRAFT HORSES in the horse-pulling contest at the Tunbridge Fair back up to be hitched to a metal "boat" loaded with concrete blocks. This team of grade Belgians, driven by Ferris Ayer of Bridgewater, Vt., pulled a 9,200-pound load. The fair at Tunbridge, advertised as Vermont's World's Fair, was traditionally

the leading rustic carnival of the upper valley. Workmen and hired hands got the day off to see the fun and get drunk. Today, although the Tunbridge Fair has lost much of its authentic rustic character, it still attracts tourists to the White River Junction area and still maintains its reputation for conviviality.



AMHERST PRESIDENT, Charles Woolsey Cole, stands in his tradition-filled office beneath portrait of Lord Amherst, for whom the college town was named.



GREAT-NIECE of Harriet Beecher Stowe, Kate Day, lives in Hartford. Bust is of *Uncle Tom* author.

A new age, new pilgrims

The faces on this page illuminate the changing character of the population—now about 1,250,000—of the Connecticut River Valley. The English pilgrims who settled it first, outnumbering the Indians, are being outnumbered themselves, so that it is possible to drive the length of the valley and hear French, Polish, Italian but not a word of English on your car radio. Downstream from the Vermont dairy farms, still largely operated by Yankees, the rich bottom lands and factories are worked by a mixture of Poles, Lithuanians, Ukrainians, French, Irish and Italians. To many of them the culture represented by Amherst and Harriet Beecher Stowe is at first incomprehensible. But even while the Zaikowskis have been inheriting the earth and the river, the Connecticut has been assimilating them in turn.



THE ZAIKOWSKIS of South Deerfield, Mass. are of hardy immigrant stock that has thrived and multiplied along the Yankee valley. The father, Alexander, came from Poland in 1902, worked as a farm laborer and miner, bought house and land, now grows onions and potatoes on his 20-acre farm, has nine children.

AT RIVER'S MOUTH the Connecticut flows past Essex (lower right) to meet the sea. The sailboats are in the fleet of the Essex Yacht Club. In the background U.S. 1 and the New York, New Haven & Hartford Railroad (in back) cross the river's mouth between pretty old towns of Saybrook, on the right, and Old Lyme. →



You could pay still not get the famous

Now more than ever Dodge dependability means more to you...in longer car life...fewer repairs...lower upkeep costs over the years!



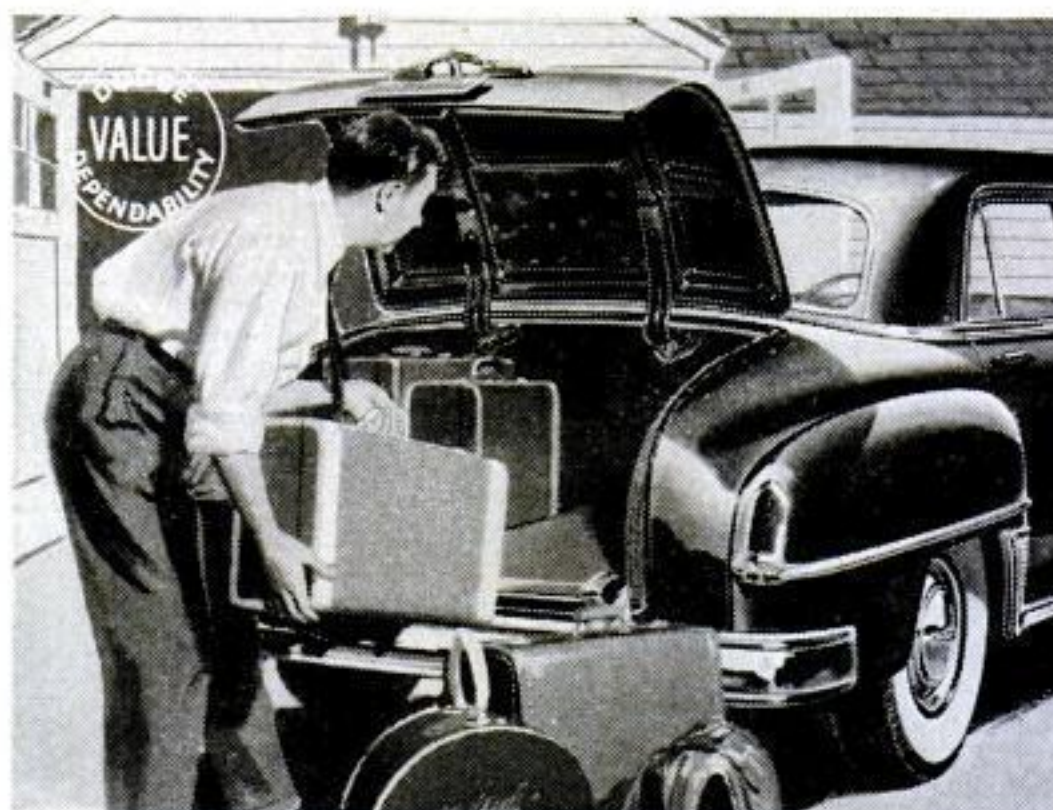
"\$1,000 More Couldn't Buy all the extra room, the ruggedness, the dependability that Dodge offers! I've driven Dodge cars for years, and believe me, I know how they stand up! For my money, there's no matching Dodge for ruggedness and reliability."

—says
John J. Tunmore
Garden City, N.Y.

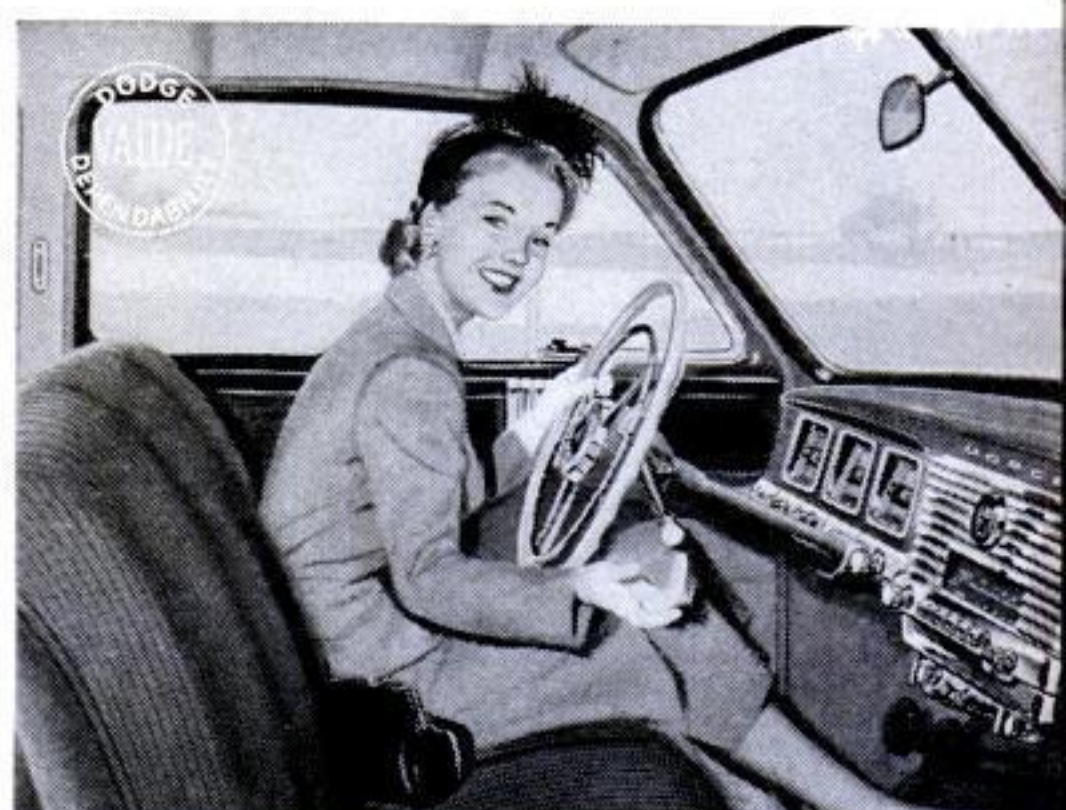


"Give Me A Car That's Built To Last—a car that's rugged and dependable like Dodge! This is the fourth Dodge I've owned, and believe me, it has everything—extra roominess, ease of handling, and the reputation for famous dependability that no other car can match. Any other car offering as much would have cost me at least \$1,000 more."

—says
James Patrick O'Shea
Chicago, Ill.

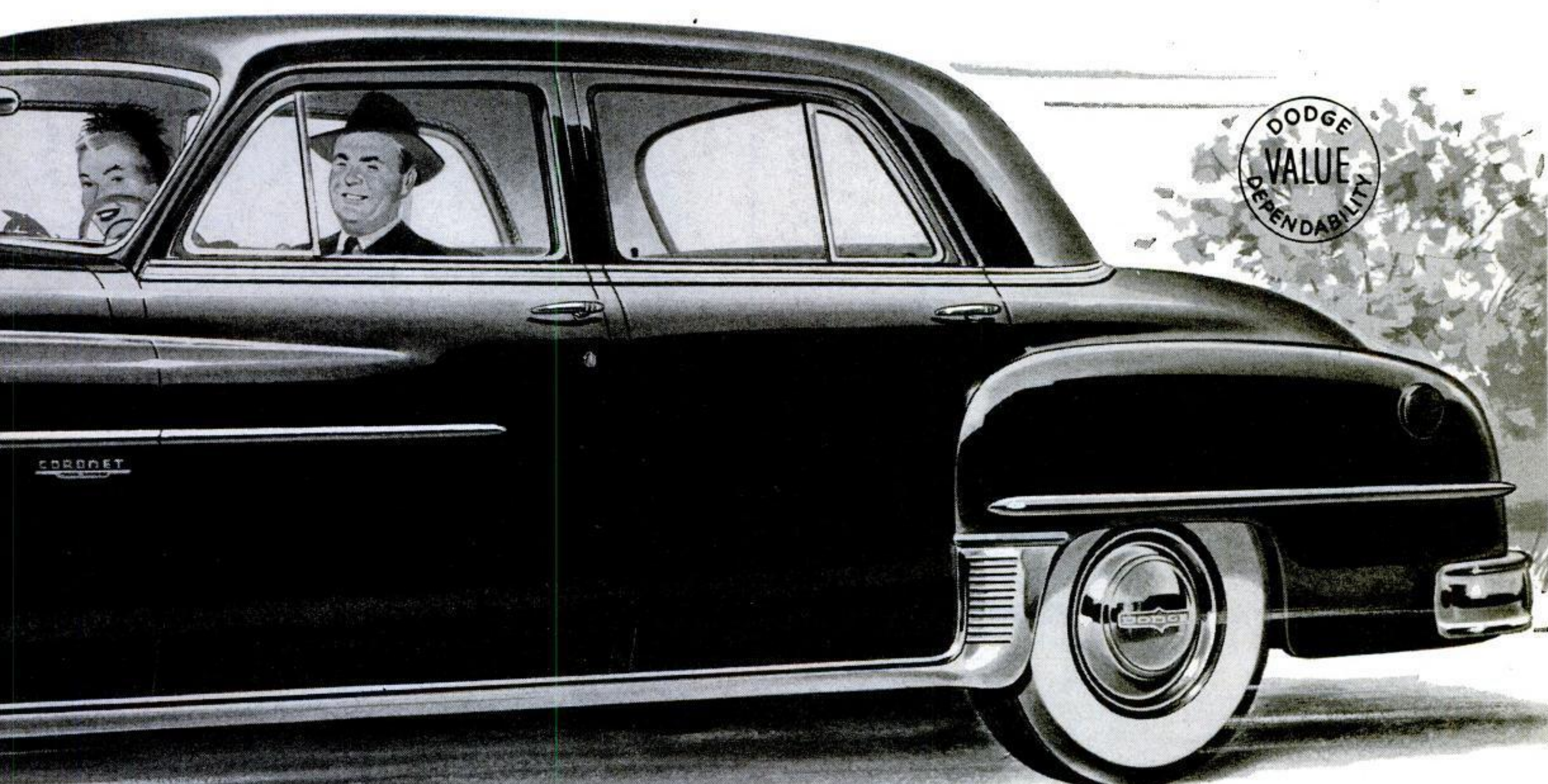


SUPER-SIZE LUGGAGE COMPARTMENT! Designed to add more *usable* space. Effortless spring-balanced rear deck lid—lifts with a finger, can't fall. Floor is level with opening—luggage slides right in.

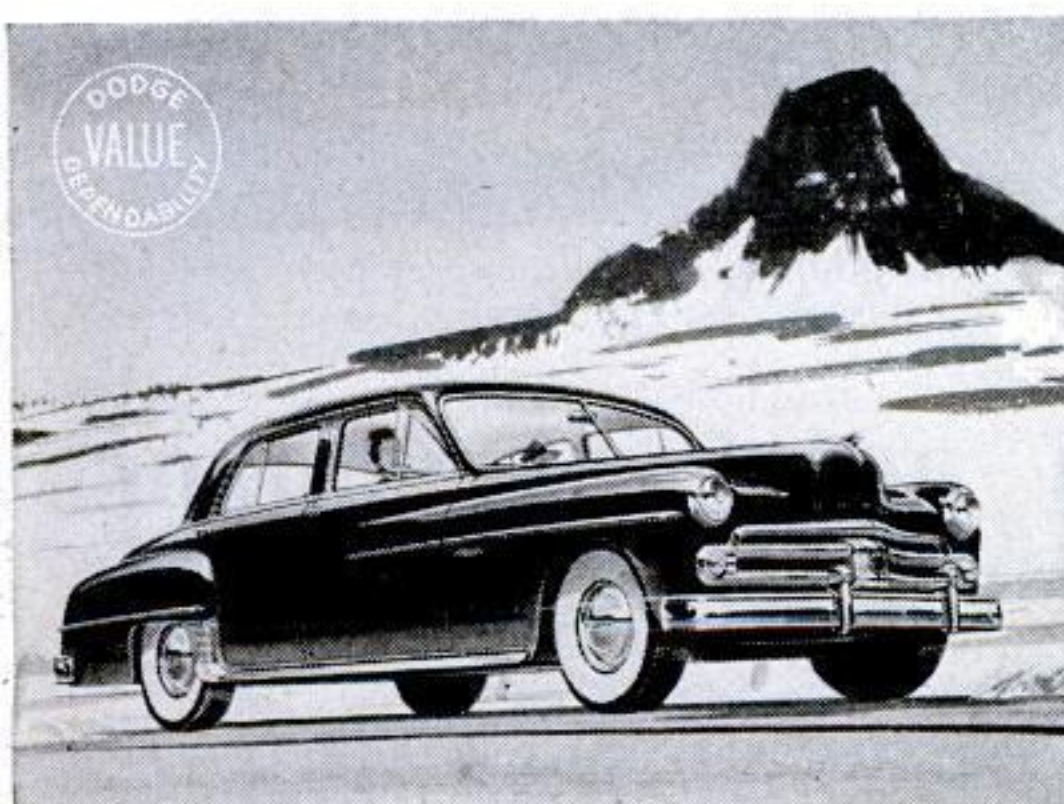


DRIVE WITHOUT SHIFTING—with GYRO-MATIC—America's lowest-priced automatic transmission—available on Coronet models. All Dodge models bring you famous Fluid 'Drive at no extra cost.

\$1,000 more and dependability of Dodge!



**Your dollars will go farther . . . and so will you . . .
in today's big dependable Dodge**



BIG GET-AWAY ENGINE—power-packed with plenty of zoom! Amazingly economical . . . a miser on gasoline. Rugged and dependable, too . . . engineered for long life, low cost of upkeep.

FROM bumper to bumper, today's big Dodge is engineered to save you money on maintenance and repairs . . . to deliver mile after mile of dependable, trouble-free service.

Yet with all its famous ruggedness, today's big Dodge leads in those things that make driving *easier, safer, more comfortable.*

You'll find more head room, more leg room and more shoulder room. You'll discover better visibility . . . a more eager response, a degree of maneuverability and handling ease undreamed of before!

You'll get a new thrill from the flashing performance of the big high-compression "Get-

Away" Engine . . . from the velvet smoothness of famous Dodge glycol Fluid Drive in starting, stopping and traffic driving!

No wonder new owners say you could pay \$1,000 more for a new car and still not get all the quality features that Dodge gives you.

New Bigger Value

DODGE

*Just a few dollars more
than the lowest priced cars!*

for that brighter... longer-lasting
looking-glass shine!



LANOLIZE[®]
your shoes with
ESQUIRE
BOOT POLISH

For a dazzling shine you can see your face in... for a shine that's easy to get and hard to lose; for a repeat shine that comes back again and again with the quick flick of a cloth or brush... Lanolize your shoes with Esquire Boot Polish!



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Three sizes, 12 colors.
For snapshots, cards
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READING, MASS.
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A GOOD POINT TO REMEMBER!

**SAF-T-HED
THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



Get Relief
QUICKER
From Your Cough
Due to a Cold

FOLEY'S Honey & Tar
Cough Compound



MEN OVER 25
with thinning hair
**GROOM IT WITH
KREML**

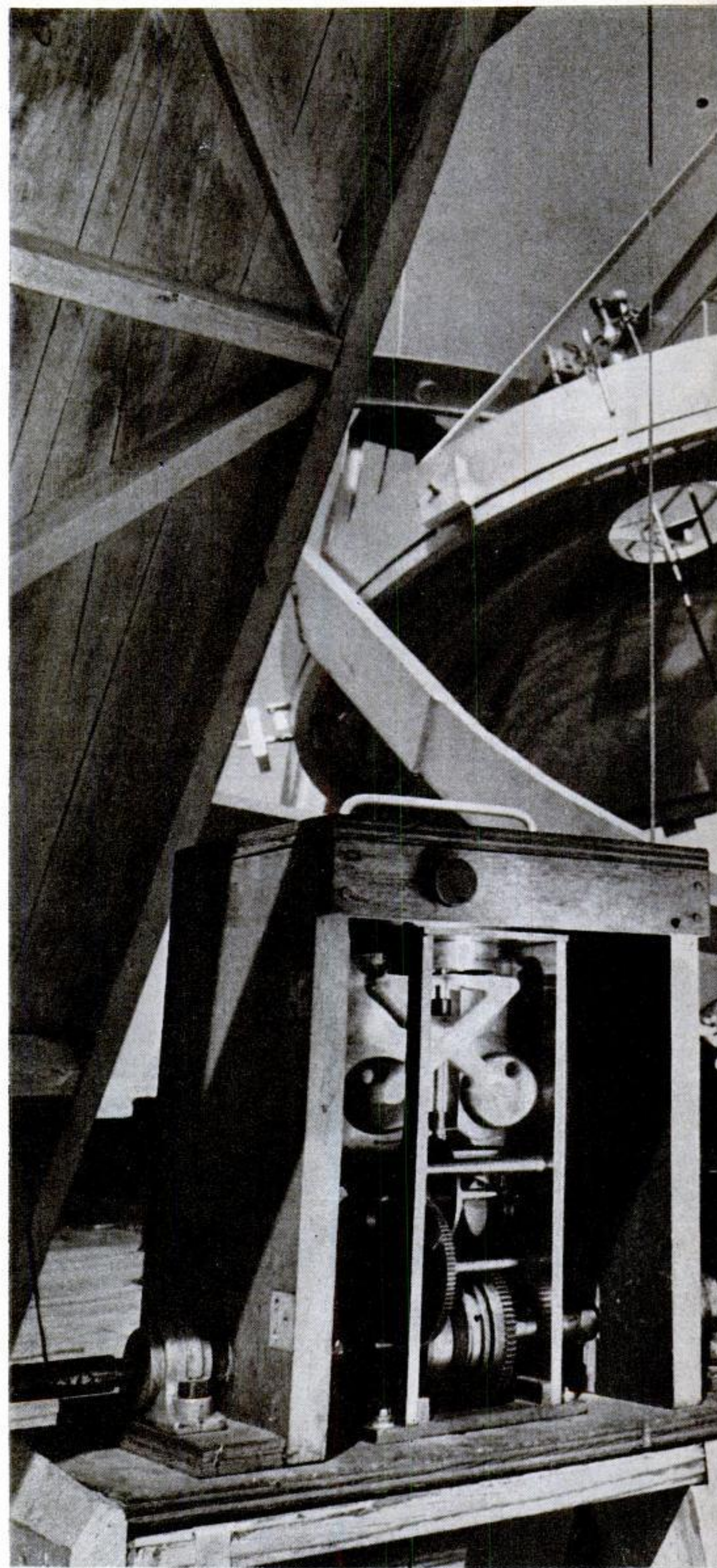
TO AVOID A GREASY, SHINY-LOOKING SCALP
TO MAKE HAIR LOOK MORE ABUNDANT!

If you're feeling self-conscious about your hair getting thin on top or receding at the temples, don't call attention to your thin hair by plastering it down with greasy, sticky products which leave an unsightly, dirt-trapping, shiny film on the scalp. Now's the time to graduate to Kreml Hair Tonic!

Kreml is different from any dressing you've ever used. It never looks greasy or sticky—never plasters hair down.

Instead, Kreml is especially blended to make hair look *naturally well-groomed*—to make hair look thicker—like more than you've got. Also unsurpassed to remove dandruff flakes and to give sleepy scalps a delightful 'wake-up tingle.' So change to Kreml!

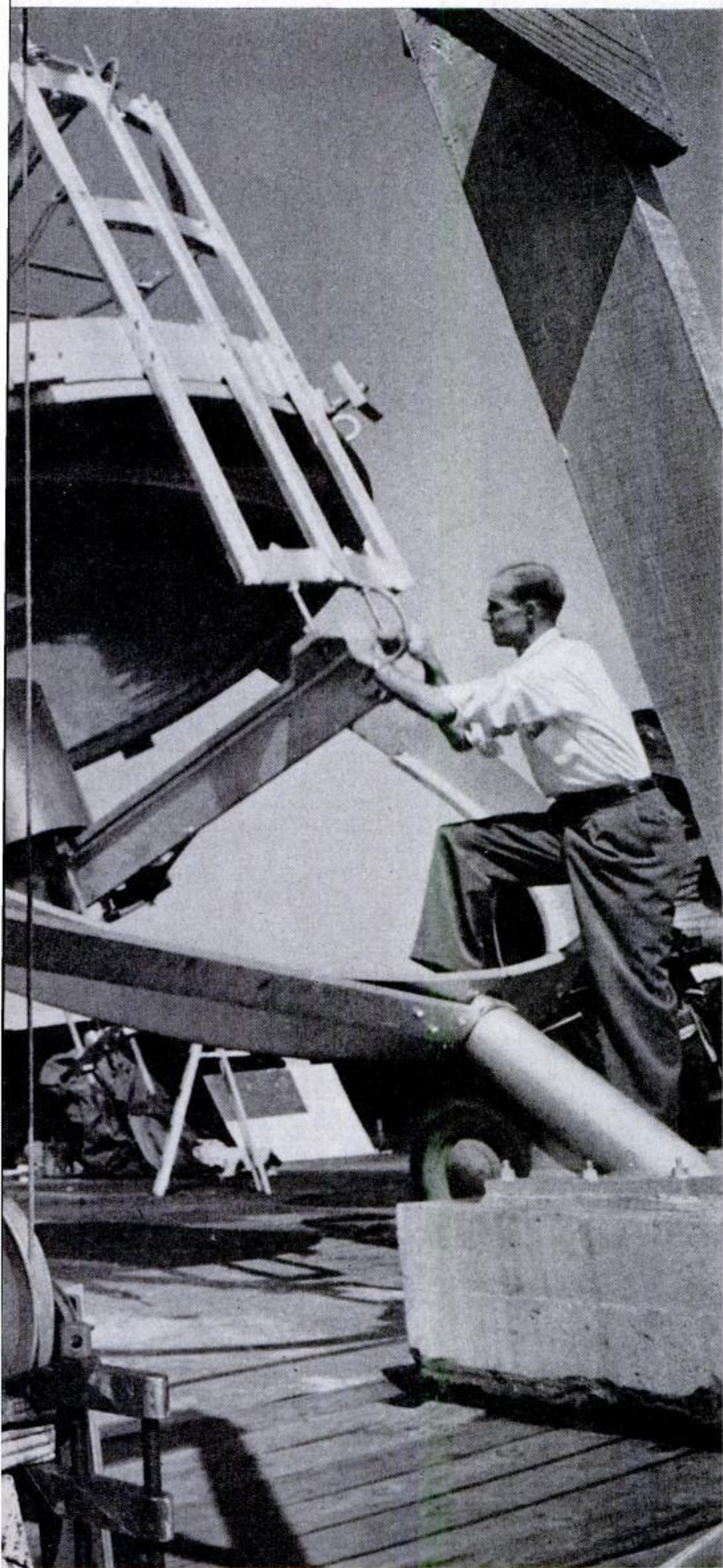
SCIENCE



THE SOLAR FURNACE stands with its mirror swung over into a face-down position when not in use. Cylindrical frame extending out from the mirror's

WORLD'S HOTTEST FURNACE

The highest controllable temperatures ever reached by man are now being produced by the reflection of sunlight from a 10-foot mirror. By focusing the sun's rays with a concave reflector, scientists at Kansas City's Rockhurst College create heat four times greater than that of a blast furnace and twice that of an acetylene torch—heat so great that it reduces flame-proof firebrick to incandescent gravy (p. 138). Unlike solar heating plants for houses, which absorb and store the mild warmth of the sun's natural radiation, the solar furnace concentrates



concave face holds samples to be heated. The samples can be watched through the hole in mirror's center. Mechanism at left keeps instrument aimed at sun.

Concave mirror focuses sun's rays to produce highest controlled temperatures reached by man

this radiation into a small half-inch-wide spot of intense heat. With this instrument, Rockhurst scientists are now testing the suitability of various metals for use in the immensely hot interiors of jet engines. One great advantage of the furnace is that it brings test materials to extreme temperatures within a few seconds. Another is that it permits scientists to actually watch the disintegration of substances either in open air or in the oxygen-free interior of an evacuated transparent box. The solar furnace has one drawback; it won't work on a rainy day.

CONTINUED ON NEXT PAGE

LI'L ARNER ^{by} AL CAPP

Reg. U. S. Pat. Off.

OH! UNHAPPY SADIE HAWKINS DAY!!

-LI'L ABNER'S GOTTA MARRY UP WIF TH' SOB!! * WOLF-GAL!!



AH WUZ TOO PLUMB WORE OUT T' EXCAPE! (SOB!)

COPYRIGHT, UNITED FEATURE SYNDICATE, INC.



OH, MAMMY!! SHE DON'T MARRY HUSBINS-SHE EATS 'EM!!

AH'LL BRING TH' ENRICHED 5 MINUTE "CREAM OF WHEAT" T' TH' RES-KEW!



YO' GOTTA WAIT, BOYS!! YOKUMS IS TOO TOUGH T' EAT RAW!!

EF AH WUZ "CREAM OF WHEAT," AH WOULD BE COMPLETELY DI-GESTY-BULL BY NOW!!



HYAR'S YORE VITY-MINS AN' MINNY-RULS, SON-AN' LOTS O' FOOD-ENERGY, FO' THET "GIT UP AN' GO!!"

IT'S SNOWIN' "CREAM OF WHEAT"!



H-HAIN'T YO' GONNA GIVE ME A KISS FO' SAVIN' YO'?

AH'LL GIVE YO' SOME "CREAM OF WHEAT" INSTEAD. IT'S SMOOTHER -MORE DEE-LISHUS, AN' CHEAPER -LESS'N 1¢ A BOWL!!



GET THAT CREAM OF WHEAT FEELING!

YUM WHAT A FLAVOR!

"Cream of Wheat" and Chef are Registered Trade Marks and Reg. U. S. Pat. Off.

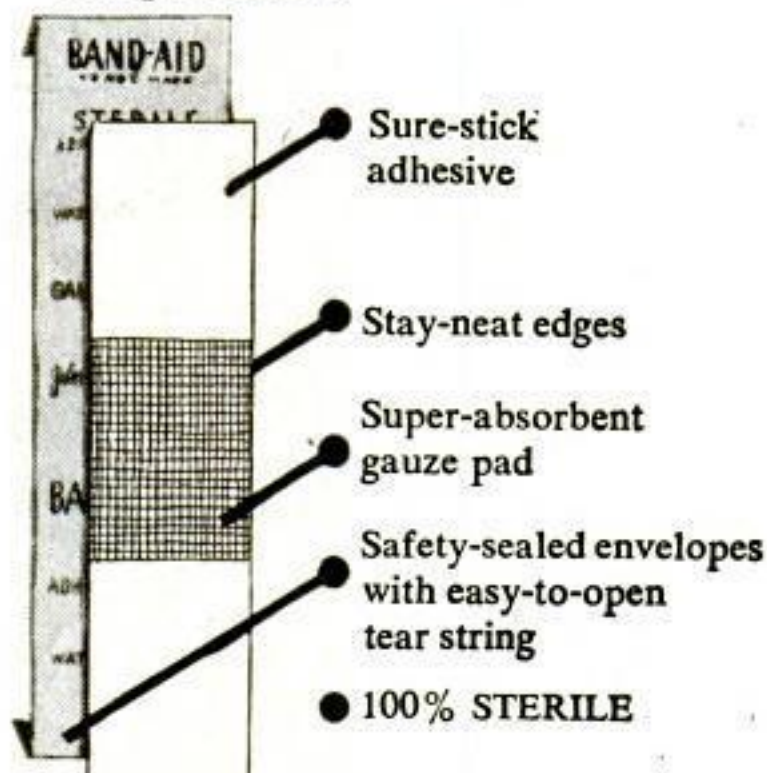


Never neglect a cut thumb



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID*—the only adhesive bandage that gives you all this protection:



Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID—used by more families and doctors than all other brands combined.

Always look for the name on the box



*BAND-AID MEANS MADE BY

Johnson & Johnson

Hottest Furnace CONTINUED



AT FURNACE'S CENTER, here photographed through hole in mirror's center, a small test sample glows white-hot under the focused rays of the sun.



FIREBRICK MELTS at 3,000° F. This close-up was taken through a pin-hole in black cardboard after heat from molten brick burned camera's shutter.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance . . . and you finish your shave looking and feeling remarkably fit!

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just write The J. B. Williams Company, Dept. LG-11, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Charles S. Campbell
PRESIDENT

Tummy in a jam?
Tums say

TUMS

"SCRAM!"
to Acid Indigestion Gas, Heartburn

10¢
Handy Roll
3-roll package, 25¢

for the tummy

NO MORE NUISANCE • NO MORE WORRY

ADD WATER ONLY ONCE A YEAR



Guaranteed in writing . . . 36 months or 36,000 miles!

BOWERS Battery & Spark Plug Co. • Reading, Pa.

It's Always Cocktail Time Somewhere...

OLD FORESTER
BOTTLED IN BOND
OLD FORESTER
KENTUCKY STRAIGHT BOURBON WHISKY
This whisky is distilled by us only, and we are responsible for its richness and fine quality. Its elegant flavor is solely due to original fineness developed with care. There is nothing better in the market.
DISTILLED AND BOTTLED BY
BROWN-FORMAN DISTILLERS CORPORATION
AT LOUISVILLE IN KENTUCKY
BROWN-FORMAN-KENTUCKY

but at Anytime... Anywhere...

"There is nothing better in the market"

Around the world, famous bonded Old Forester is the recognized standard by which Kentucky bourbons are judged. Always uniform, always elegant in flavor, this outstanding bond has rightfully been called America's Guest Whisky—since 1870.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



Ease into rich, rugged Arrow Gabanaro...



...for sports!

This magnificent Arrow Gabanaro was tailored with *you* in mind — whether you're a spectator or right in there swinging. It's cut to provide full freedom of movement. And don't be fooled by the rich softness of that fabric—Gabanaro is *rugged*!



...for relaxing!

RELAX (*like this*) IN COMFORT! Yes, once you surround your torso with the most luxurious of all rayon gabardines—life will really begin! Your eyes will tell you that this comfortable Arrow Gabanaro is also the handsomest sports shirt you ever saw!



...indoors, outdoors!

Ease into Arrow Gabanaro—it's the all-purpose, all-weather, *year-round* sports shirt. These comfortable good-lookers are colorfast, and come in the twelve most popular sports shirt shades. Also, Arrow Gabanaro is WASHABLE—won't shrink out of fit.



...in exact sizes!

Yes, something new has happened to sports shirts. You can now buy Arrow Gabanaro *in your exact collar size and sleeve length*! And in colors which complement your sports jackets and slacks. Wear Gabanaro *with tie*, or *without*. Pick your Gabanaro today.

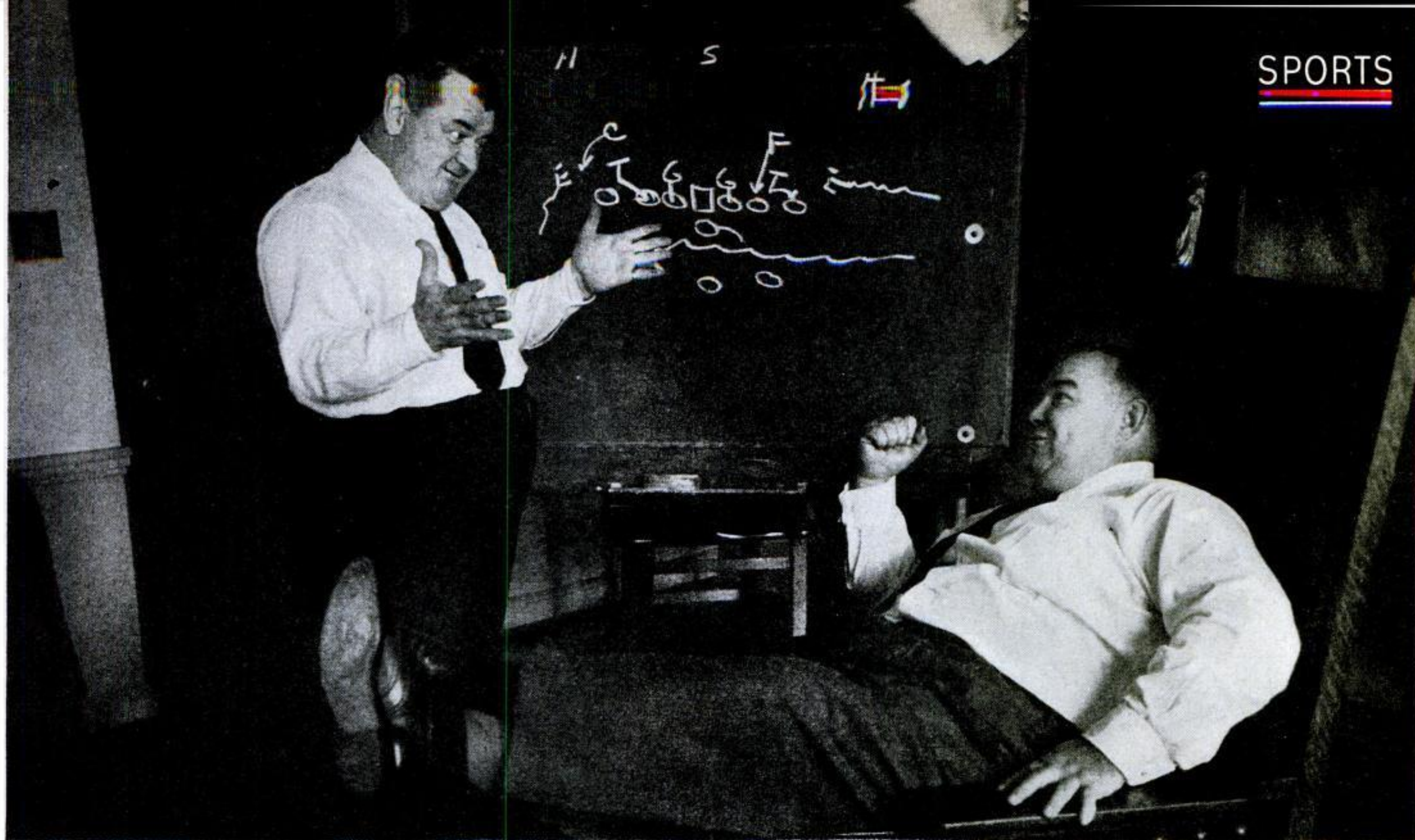
ARROW GABANARO SPORTS SHIRTS



for a NEW WAY of living!

AMERICA'S TOP-VALUE
WASHABLE GABARDINE—
ONLY \$5.95!

Cluett, Peabody & Co., Inc. • Arrow Shirts • Ties • Sports Shirts • Handkerchiefs • Underwear



SCOUT REPORTS to Yale's head coach. At New Haven 270-pound Jack Lavelle explains Cornell play to 293-pound Herman Hickman. Cornell is indicated

by circles, Yale by letters. Ball carrier, obscured by Lavelle's hand, follows wiggly-line course to right. In Lavelle-Hickman defense Yale end flares wide to meet him.

THE ART OF FOOTBALL SCOUTING

It pays off in Yale-Cornell game when two high-scoring teams are held to one touchdown between them

Up until the 1920s football scouts had a thankless job. They sneaked into stadiums on Saturday afternoon, stealthily jotted down notes and acted as if they were prime candidates for a tar-and-feathering. All that has changed now. Scouts are not only accepted by rival colleges but given choice seats in the press box and supplied with lineups, paper and sharpened pencils. Coaches exchange these courtesies because they would be almost completely lost without scouts. How much they rely on them was effectively demonstrated in this season's Yale-Cornell game.

After having seen Cornell play, Yale's chief scout, Jack Lavelle (*above*);

reported to Yale Coach Hickman that Cornell could be stopped if its outside running attack were stopped. A defense was rigged up giving Cornell a hole to shoot at in the center of the line. Yale's ends and tackles flared wide at the first hint of an end run and stopped the outside stuff. Meanwhile Cornell's four-man scouting staff (*pp. 142-143*) brought back word that Halfback Ed Senay was the key to Yale's attack. Senay was defended so thoroughly that he was held to a net gain of only five yards. As a result of the scouting, the two teams, both noted for their strong offenses, scored only one touchdown between them—Cornell's, which won the game, 7-0.

REPORT'S RESULT shows up in Yale-Cornell game. As Cornell Halfback Engel (22) comes around in play diagrammed at top of page, Yale end, following

instructions, drifts wide and turns ball carrier inside. When Cornell blocker fails to get Yale tackle (76), Engel is hit hard by two men and thrown for 2-yard loss.



CONTINUED
ON NEXT PAGE

MR. "T" HIMSELF

TONY MARTIN

exclusive with



Tony Martin designed it... "AFTER SIX" tailored it. It's the Terrific new Tuxedo with casual, masculine appeal. Skinner satin shawl collar, imported 2 ply midnite blue worsted, guaranteed mothproof... \$65

Tony Martin

WRITE FOR FREE DRESS CHART AND NAME OF NEAREST DEALER • S. RUDOFER'S SONS, INC. • PHILA. 3, PA.

GET DELICIOUS COUGH* RELIEF!

The "World's Best-Tasting COUGH MEDICATION!"

1. Luscious Wild Cherry flavor that tickles your taste.
2. Smith Brothers exclusive cough medication that brings real cough relief.

*due to colds



STILL ONLY 5¢

SMITH BROTHERS WILD CHERRY COUGH DROPS

THE Hang Over® by VENIDA

SCIENTIFICALLY DESIGNED TO FIT YOUR EVERYDAY DRESSING HABITS

Keep your clothes neat in the natural order in which you dress and undress—trousers first ON, coat first OFF. No other hanger can give you HANGOVER's unique lifetime convenience! The ideal practical gift, for men and women.

Beautiful sturdy cellulose plastic, walnut finish. Chrome-plated swivel hook. Patented 1 piece construction.

Obtainable at your favorite dept. store or gift shop, or order direct. (Check or M.O. Postpaid or C.O.D. plus postage).

RIESER CO., DEPT. L, 119 WEST 40th STREET, NEW YORK 18, N. Y.



FULLY GUARANTEED \$2.95

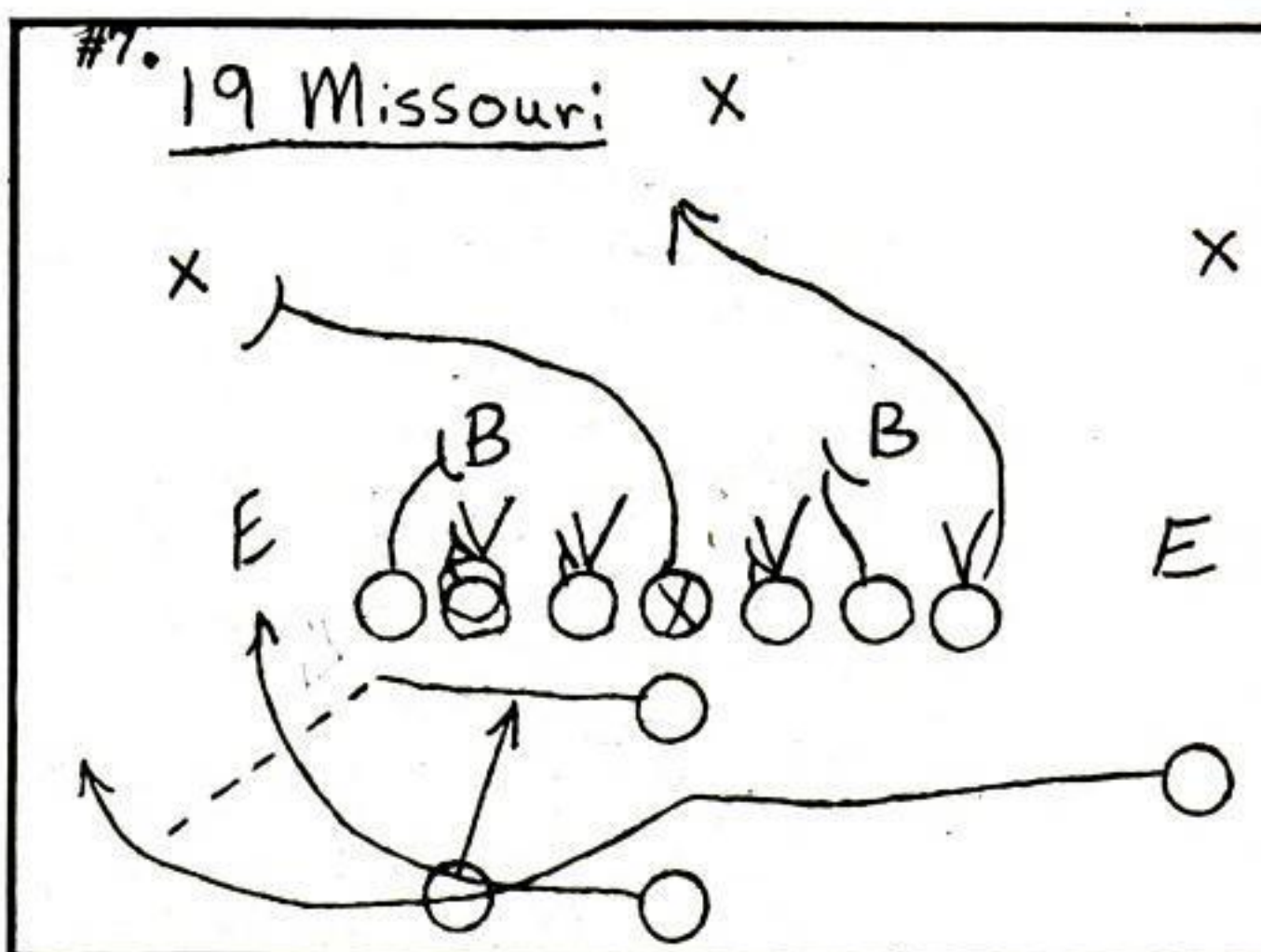
3 FOR \$8—6 FOR \$15 Individually gift-boxed



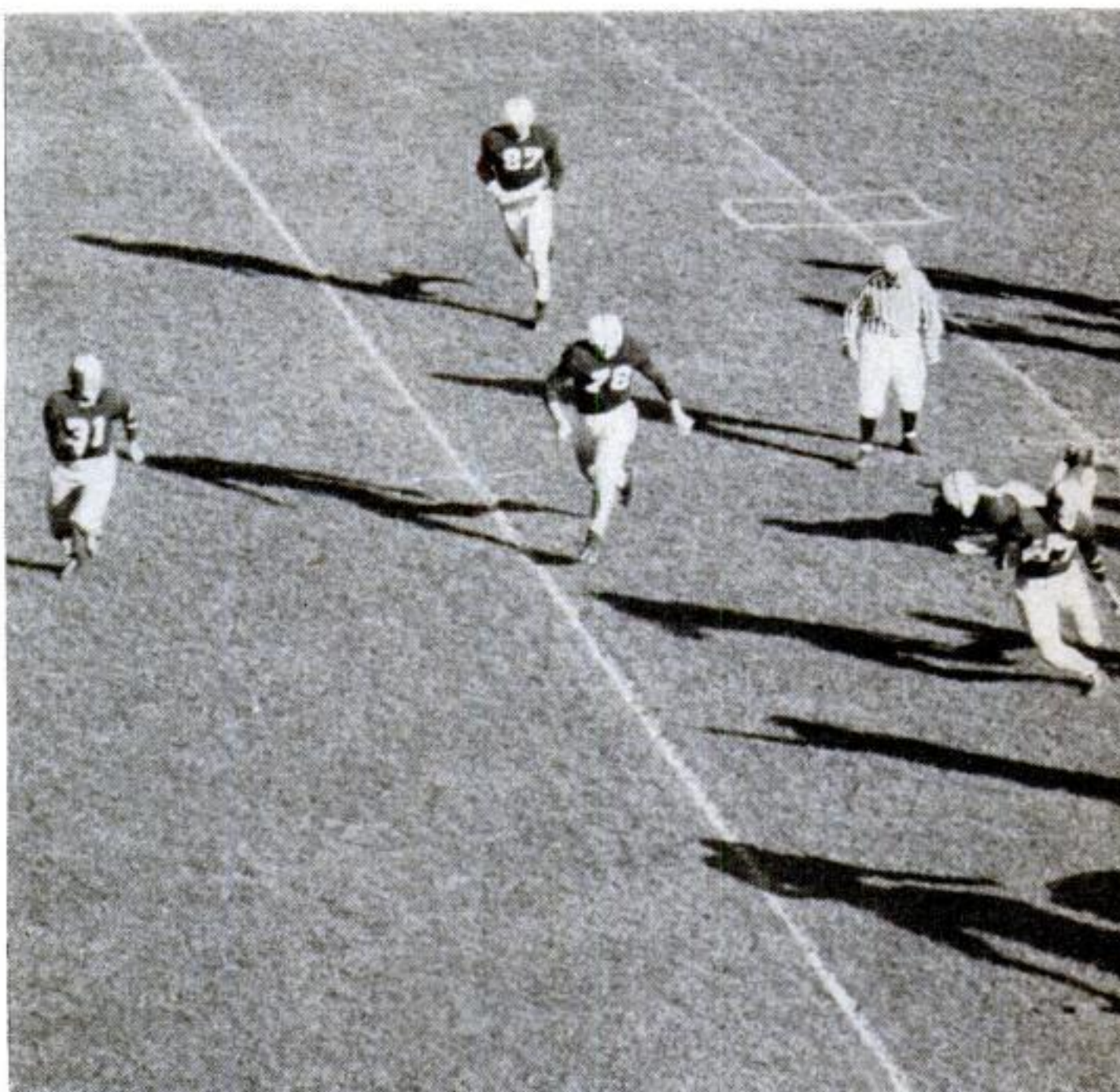
Football Scouting CONTINUED



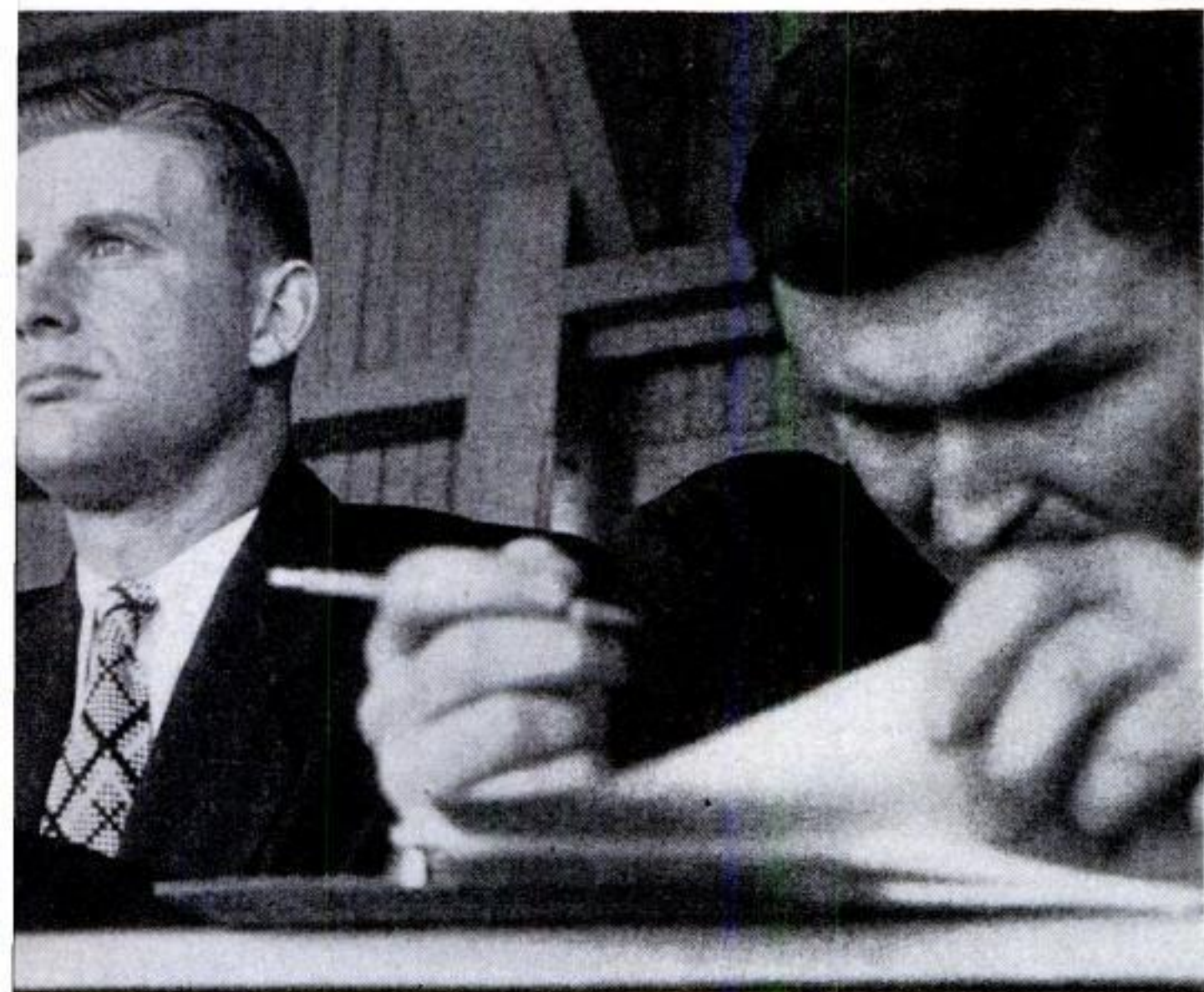
FOUR CORNELL SCOUTS SIT IN YALE PRESS BOX AT THE COLUMBIA GAME.



YALE'S BEST PLAY, labeled "Missouri" in Cornell's scouting diagram, is lateral (dotted line) from quarterback to halfback. Cornell planned to defend it by having tackle rush quarterback, saving end for ultimate runner. Although there were lapses (below), Cornell's defense was almost completely successful.



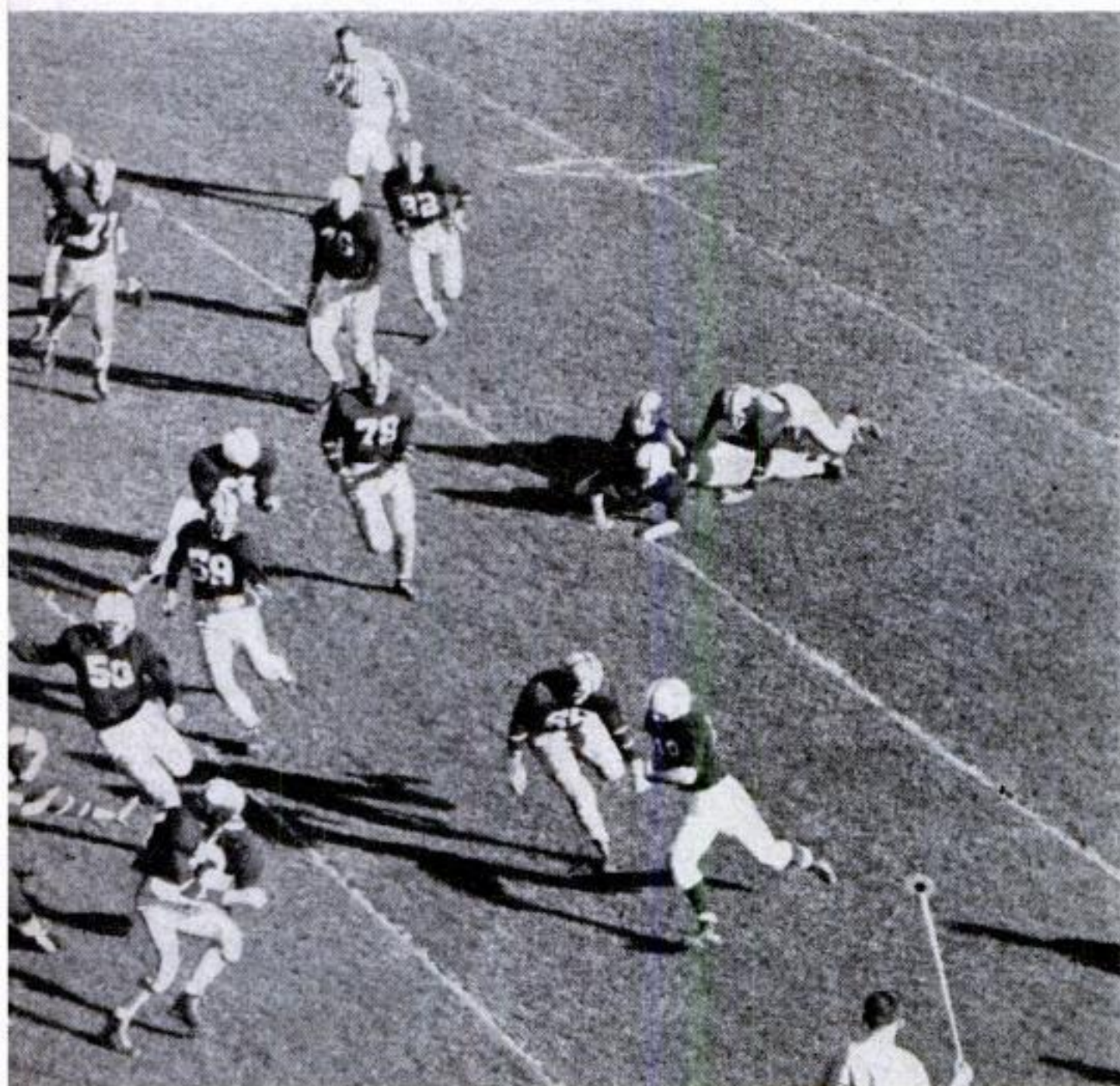
"MISSOURI" GAINS for Yale when Cornell's end, not following plan, hit Quarterback Ryan instead of letting tackle do it. Ryan flipped ball to Half-



CHIEF SCOUT McCULLOUGH (SECOND LEFT) DESCRIBES YALE TOUCHDOWN

CORNELL DIAGNOSES YALE PLAYS

All coaches dream of using an 11-man staff to scout a tough opponent, one scout for each player on the team. But common sense limits them to a four-man staff like Cornell's (above). They divided the Yale team among them, charting its every move. There wasn't time for talk except such cryptic remarks as "Flanker right, Mac..." or "On that trap play just tell them to hold their position until they see the ball." Only Hal McCullough, star of Cornell's 1939 team, was a member of the coaching staff. His helpers were ex-players pressed into part-time service. After the game the four of them rendezvoused at New York's Cornell Club to organize their multitudinous notes. "The trick," says McCullough, "is to anticipate their pattern of thinking." The findings went into a 14-page mimeographed report distributed to each Cornell player expected to see action. Included was a description of what to expect from each Yale player. Sample on Yale's defensive end: "Monroe #89, 6' 1, 194. Very aggressive. Reacts to outside first. Gives ground and hand-fights well." Interpreted, this means that Monroe drifts to the outside first, before moving in on the play, that he is skillful at backing away from blockers and keeping them off with his hands.



back Conway, whom end was supposed to cover, and Conway went around for gain of 14 yards. On ground at right are Ryan and Cornell's end and tackle.

CONTINUED ON NEXT PAGE

NEW FACTS FROM DU PONT HELP YOU

SAVE MONEY ON ANTI-FREEZE

Instead of using expensive anti-freeze, most motorists can get complete winter protection from \$1.25-a-gallon "ZERONE"

This may surprise you—but here's what exhaustive winter road and laboratory tests made by Du Pont now prove about anti-freeze performance.

Du Pont "Zerone"—at only \$1.25 per gallon—will provide efficient, proper protection against cold weather, rust and corrosion for four out of five cars on the road today. These are the cars with low-opening thermostats, operating at normal altitudes, and requiring protection no lower than -30°F.

If you've been overspending on anti-freeze in the past, you can save money with Du Pont "Zerone."

- With "Zerone," there is no evaporation problem—it needs only an occasional check-up.
- You buy less—3 quarts of "Zerone" do the work of 4 quarts of most other kinds of anti-freeze.
- "Zerone" has a chemical rust-inhibitor that helps keep a clean cooling system clean and won't attack rubber. Because it stays in solution, it can't clog the cooling system.

This winter, save good money on anti-freeze. Ask your service station attendant if you, too, can use inexpensive Du Pont "Zerone" in your cooling system. *REG. U. S. PAT. OFF.



More motorists use Du Pont "Zerone" anti-freeze
than any other brand



The dealer who displays this emblem offers you a special winter service. Make an early date with him for anti-freeze and for a thorough cooling system check-up—before the anti-freeze rush jams his driveway.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Listen to "Cavalcade of America," Tuesday Nights, NBC Coast to Coast

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%



2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe

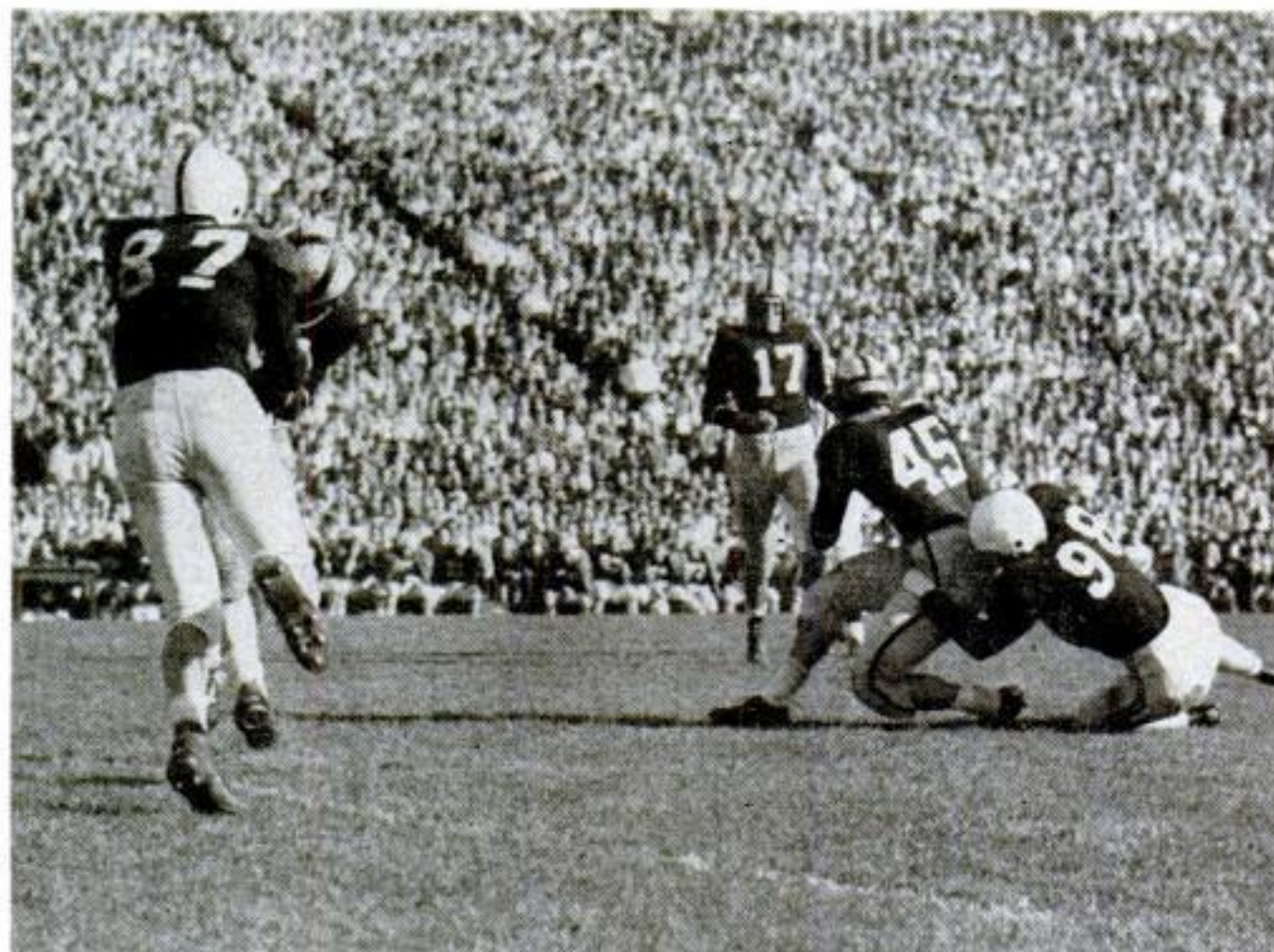
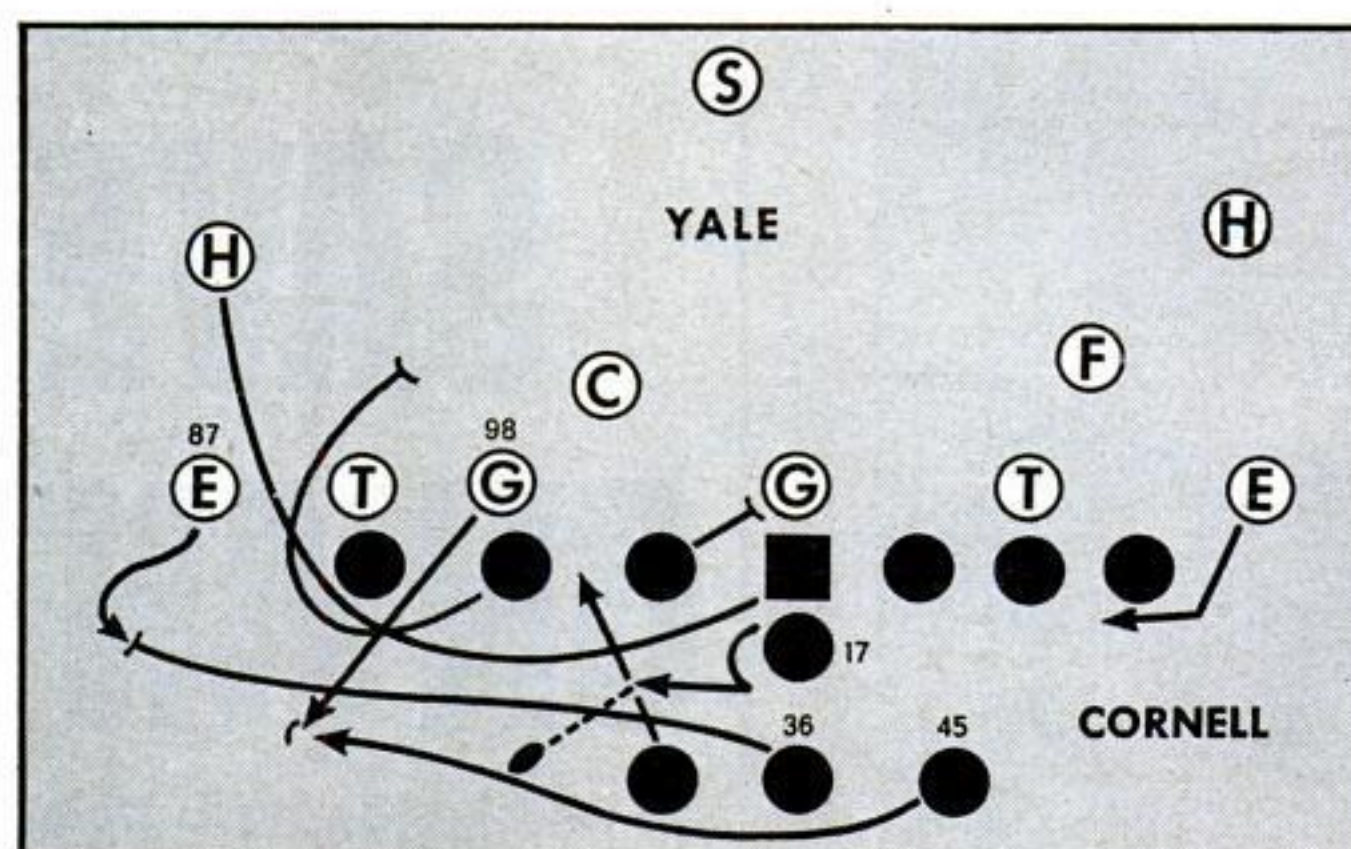


and smoke it!

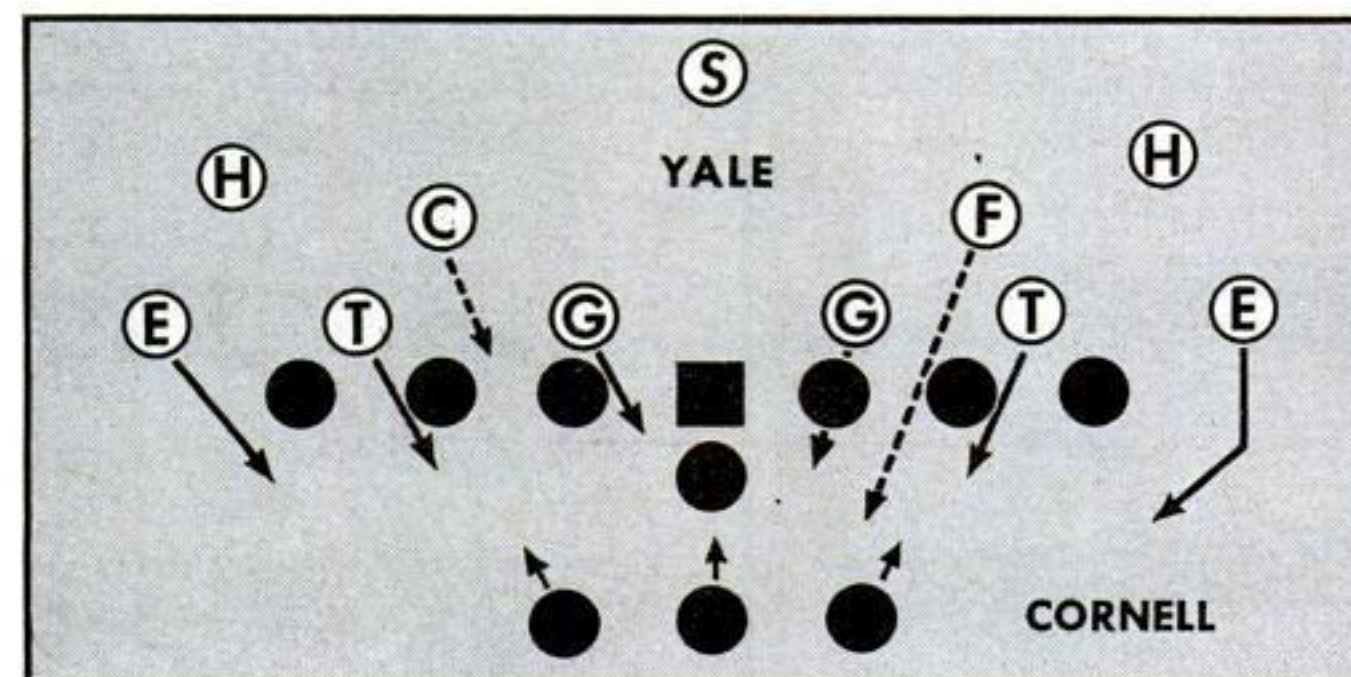
*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

Football Scouting CONTINUED



YALE'S UNORTHODOX DEFENSE smears Cornell's version of the "Missouri" lateral. As shown in diagram above, Hickman's defense "gave away" a big hole between the guards, tempting Cornell to strike there. But in order not to give away too until he had diagnosed the play, Guard Mitinger (98) hesitated before charging. When Cornell lineman pulled to lead play, Mitinger automatically found himself in the enemy's backfield. After the Cornell quarterback (17) pitched the ball to Halfback Miller (45), Yale's Mitinger stood squarely in the way. He is shown in picture throwing Miller for a 4-yard loss.



CORNELL'S ANSWER to Yale's invitation to smack center sometimes paid off. Here Cornell starts a play over the middle from its T-formation. Fullback Jeff Fleischmann (second from left), one of the nation's best power runners and particularly destructive when he was cut loose outside the tackles, leaps forward to take a handoff from the quarterback. He bulled his way through Yale's defenders for 6 yards before being hauled down, two more than Yale planned when it devised its "giveaway" hole. Yale linemen, reacting quickly to the play, are following procedure shown in diagram—slanting toward center.

REMINGTON USERS!

Get faster, closer electric shaves with new preparation!

Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face before shaving.

"Gives me a cleaner, faster shave"

H. LINDQUIST
Kirksville, Mo.



Letric Shave helps get rid of shaver-clogging perspiration, smooths down skin, helps save precious minutes.

"Get a closer shave—face feels cool"

CALVERT LITTLE
New Orleans, La.



Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-7, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



Letric Shave

Makes electric shaving easier

Rhinecliff TIES
with the DOTS

Easier To Tie, Windsor or Regular—America's Most Beautiful Ties

Rhinecliff
TIES \$1.00 to \$2.50
Edwin Rhein Neckwear Mfg. Co.
1020 Rock St. Little Rock, Ark.

Great Dane GREAT COATS

TAILORED TO FIT

At Your Favorite Men's Store

COSMOPOLITAN MFG. CO.
"Great Dane" Bldg.,
Boston 15, Mass.
FRED MONOSSON, President

Novel Mr. PEANUT Bank

Lustrous, colorful plastic, 8 1/2 in. high, in red, blue, green or peanut tan. Makes a nice gift. Yours for only 25c and two empty 5c PLANTERS PEANUTS bags. Send with your name and address—state color you want—to PLANTERS PEANUTS, Dept. BL, Wilkes-Barre, Pa.

May your happiness
last as long
as your diamond

Like the golden miracle of twilight, the gleam of your engagement diamond
lends its glory to the world you share. And as if by magic, this flame-flecked
diamond stays the memories of happy moments, keeps reminding you for always
of your first sweet hopes and dreams. It grows for you more lovely,
more cherished through the years. Your diamond, though it may be modest in
cost, should be chosen with care, for nothing else on earth can take its place.



Autumn Honeymoon . . . painted for the De Beers Collection by Jean Hugo

a Diamond is forever



1/4 carat (25 points) \$80 to \$215
1/2 carat (50 points) \$210 to \$500
1 carat (100 points) \$560 to \$1200
2 carats (200 points) \$1200 to \$3000

N. W. AYER & SON

The prices shown were secured for your guidance through a nation-wide check in July, 1950. Jewelers were asked for the prices of their top-grade engagement ring diamonds in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are, of course, higher priced. (Exact weights shown are infrequent.) Add Federal tax.

When choosing your engagement stone . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

De Beers Consolidated Mines, Ltd.

Copyrighted material

Who would take a chance with Jimmy?

One thing, and one thing only, you never have to teach a small boy. When he's in trouble he knows exactly what to do. He goes to Mother. That trust is a sacred thing. Doesn't it deserve the finest protection your hands can give? In first-aid dressings this would mean using the brand that most leading hospitals use—Curity. Can anything be *too* good for your Jimmy...at a time like this?



**Use the Same
First-aid Dressings
Most Leading
Hospitals Use**



Most of America's leading hospitals use Curity Dressings as a standard of protection. Isn't it good to know that you can get these same famous dressings packaged for home use at any leading drug store?



Over Half a Century of Adhesive Tape Leadership—
Bauer & Black, Division of The Kendall
Company, Chicago 16.

Curity

REG. U. S. PAT. OFF.

BAUER & BLACK

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BREAKFAST CHATTER



SOAP OPERA



AUDIENCE PARTICIPATION



FAMILY COMEDY



PANEL OF EXPERTS



GIVEAWAY PROGRAM

SOME OF RADIO'S LESS APPETIZING MOMENTS

A few of the programs Mr. Crosby criticizes are: left to right (top) Ed and Pegueen Fitzgerald; Soap Opera Heroine Claudia Morgan (who actually has a sprained knee); blindfolded woman from audience of *Truth or Consequences* testing melons

for ripeness (she picked one of the heads); (bottom) Henry Aldrich (coatless); Captain Edwin Lane, a "regular" in *Life Begins at Eighty*; Mrs. Haugan who won a thousand dollars' worth of prizes in *Ladies Be Seated* as "Granny Be-Bop of 1949."

SEVEN DEADLY SINS of the AIR

The "listeners' critic" points out mistakes of radio that television can—and had better—avoid

by JOHN CROSBY

TELEVISION, a young giant which does not yet know its own strength, has become a member of eight million American homes. Eventually, despite delaying battles over color television, it will be in all of them, upsetting the household like any young obstreperous child. While it is still in its infancy, it might be well to lay down some rules about its table manners. If we value our sanity, we had better elevate television's deportment to a level much higher than that of its parent, radio.

Radio, of course, had many conspicuous virtues and seldom let us forget any of them. In 1926 it was the poor immigrant of the arts. By 1950 it had risen to fame and wealth, earned roughly \$500 million a year and had built a shrine to broadcasting, Radio City, to which millions of Americans made pilgrimages every year to pay homage to Mary Margaret McBride. It penetrated into 42 million American

In the four years that John Crosby has been reviewing radio and television for the New York *Herald Tribune*, he stoutly maintains he has never attended a broadcast; he regards himself as the "listeners' critic." His column is currently being syndicated in 41 newspapers.

homes and brought Americans the renowned voices of incoming Presidents, outgoing kings and Arthur Godfrey—to list them, more or less, in the reverse order of their importance. But radio, rich and powerful as it was, had some grave flaws in its character and, if the public and especially the broadcaster are not alerted

in time, television will inherit all of them. Radio had a lot to answer for, which might be lumped under the heading of its Seven Deadly Sins.

1) Radio sold its soul to the advertiser

Broadcasting sold its beautiful white body to the advertiser before it was old enough to know what it was doing. Radio, of course, is not the only medium supported by advertising, but it is the only one owned outright by it. Newspapers and magazines take money from the advertiser too. Their product—some of it good, some of it awful—belongs



Use specially soothing, specially medicated 'Chap Stick' when tender lips get chapped and sore.

'Chap Stick' is the only antiseptic lip balm. Its comforting relief is vouched for by millions in all walks of life. 'Chap Stick' is pocket-size... easy to apply... lasting in results.

MOTHER: Buy a 'Chap Stick' for the personal use of every member of your family.



Men with work-roughened hands praise 'Chap-ans'!

"I'm a mechanic, and my hands mean money to me. Until I tried 'Chap-ans', I never could find a hand cream that would really help me to keep my hands in good shape."

'Chap-ans' is the only hand cream made especially for men. Specially medicated to bring swift relief to red, rough, cracked and calloused hands.

Surgeons, industrial workers, outdoor workers—all who work with their hands—will welcome this new, different hand cream in the man-sized tube. Easy to apply... quickly absorbed... wonderfully effective.



to them and is controlled by them. In radio it is the other way around. This situation is not entirely the fault of the broadcaster. Back in 1926, when radio first went commercial on a large scale, the advertiser came nosing around, trying to buy time as he would buy space on a billboard. But broadcasting then was largely in the hands of the engineers who were far more interested in producing a signal that could be heard clearly in Brooklyn than what that signal carried. These men had little experience or sympathy with show business. After a bit the advertiser got sick of hanging around waiting, and he went ahead and produced his own programs which radio stations were only too happy to broadcast in exchange for a certain amount of legal tender. So the advertiser—however reluctantly—got into show business up to his elbows, and the television broadcaster will have a hell of a time getting him out of there.

Well, the average advertising man is naturally attempting to sell the most goods to the most people. He feels—quite logically—that it is none of his business to fill a niche in broadcasting which everyone else is neglecting. In spite of a lot of clamor to the contrary, the advertiser doesn't give a hoot about putting on the air what the public wants to hear. Four years ago Paul Lazarsfeld of Columbia University revealed in a national survey that 50% of American women loathed soap opera. While gratifying the rather astonishing taste of the 50% of women who like soap opera, the advertiser failed utterly to put anything on the air to appeal to the 50% of women who hated it. Their radios stayed off all day; radio lost more than half of its daytime audience and ruined its daytime programming structure.

If television is not to follow this path which, in the long run, is ruinous to its own best interests, it must run its own shop. In this regard it is encouraging to note that the Columbia Broadcasting System, in its 1949 year-end report, revealed that the network owned more than 30 hours of its 45 hours a week of network TV shows. There are many other signs that television will be far less subservient to the advertiser than was radio. The extent of that subservience is best illustrated by a story M. H. Aylesworth, first president of NBC, tells on himself. Years ago Aylesworth, the most important executive in broadcasting at the time, used to dance—actually dance—to the piping of the president of the American Tobacco Company. The late George Washington Hill used to drop in to his office while the Lucky Strike Dance Orchestra was on the air and make Aylesworth dance with a feminine member of the NBC staff to make sure the tempo was right for dancing. It is doubtful whether William S. Paley would submit to such an indignity today. And it's high time.

2) Radio never fully exploited its enormous potentialities

Back in the '20s, Secretary of Commerce Herbert Hoover hailed radio as the greatest potential purveyor of news, music, culture, education and entertainment of all time. But radio never lived up to this bright promise. Its growth was stunted by the success of a few formulas: the big comedians like Jack Benny; the family comedy like Henry Aldrich; the soap opera; the whodunit; the audience-participation show; the dramatization of successful movies; the quiz show, and so on. Five hours of soap opera in the daytime and four hours—block programming is the official name for it—of whodunits at night. Amnesia in the afternoon and death in the evening. Radio did its best to make neurotics out of a whole generation of housewives with its soap operas alone, an endless succession of unfortunate heroines stricken with hysterical blindness. Hysterical blindness, incidentally, is one of the rarest ailments known to mankind but, at one time, half of the soap-opera heroines on the air came down with it at once as if it were measles. (One of them contracted it by eating chocolate cake.)

The lack of balance in radio's programming, however, is not so much of a sin of commission as one of omission. Radio's contribution to education, from which so much was expected, was practically nonexistent. The best the broadcaster could do was to plant four intellectuals around a table. One of them would lift a forefinger and say, "I think." The man across the table would lift his forefinger and say, "I disagree." Whenever he was accused of neglecting—some critics went so far as to accuse him of debasing—the culture of his country, the broadcaster retorted that he had broadcast at one time or other virtually all the world's great books and plays. He had, too—usually around midnight when the clientele was in bed.

It is depressing to note that television has already gone hog-wild over one formula—the vaudeville show. Everyone is trying to be Milton Berle. There is only one Milton Berle, and a great many people think that's one too many. Still, the nation's TV screens are filled from 8 to 11 night after night with imitation Milton Berles

CONTINUED ON PAGE 150



**More People
Wear Work Clothes
Bearing a LEE Label
than any other brand!**

Lee Riders (genuine western cowboy pants)—Lee Dungarees and Work Shirts—Lee Overalls and Overall Jackets—Lee Boys' Riders and Overalls—Lee Union-alls.

Sanforized for permanent fit

THE H. D. LEE COMPANY, INC.

Kansas City, Mo., San Francisco, Calif., Minneapolis, Minn., South Bend, Ind., Trenton, N. J.



WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

COPYRIGHT 1950 THE H. D. LEE CO., INC.

THROW AWAY NICOTINE

When the Filter in Medico Pipes or Cigarette Holders turns brown, throw it away with the nicotine, tars, juices and flakes it has trapped. Insert a fresh Filter for cooler, cleaner, dryer, purer smoking!



MEDICO V. F. Q. (VERY FINE QUALITY)

Pipes of specially selected imported briar. \$2

Wide variety of shapes. With 10 filters... 2

Also Frank Medico "Standard"...

America's Outstanding Dollar (\$1) Pipe

Frank Medico Cigarette Holders \$1 & \$2

MEDICO
FILTERED SMOKING

Write to S. M. Frank & Co., New York 22, for booklet L

ALL MEDICO PIPES NOW MADE OF PRE-WAR QUALITY IMPORTED BRIAR

"7 hours in water left me dry!"

says **ESTHER WILLIAMS**,
co-starring with **Howard Keel**
in MGM's Technicolor Musical
"PAGAN LOVE SONG"



IF DISHWASHING DRIES YOUR HANDS, IMAGINE MY SKIN AFTER SHOOTING SWIM SCENES FOR "PAGAN LOVE SONG". SOME DAYS I WAS IN WATER 7 FULL HOURS.



THE SALT WATER left my skin feeling dry and rough.



LATER I had to clutch heavy wooden paddles that rasped my hands.



BUT I USED soothing Jergens Lotion from my fingertips to my toes...



IT KEPT MY SKIN beautifully soft and smooth for romantic closeups.



CAN YOUR LOTION OR HAND CREAM PASS THIS "FILM TEST"?

To soften, a lotion or cream should be absorbed by the upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend—no heavy oils that merely coat the skin. Proof? Water won't "bead" on a hand smoothed with Jergens Lotion as on a hand coated with a lotion or cream that leaves a heavy, oily film.



Jergens Lotion

used by more women
than any other hand care
in the world

still...10¢ to \$1 plus tax

BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

YOU CAN PROVE it yourself with the simple test described above...

YOU'LL SEE why Jergens Lotion is my head-to-toe beauty secret...

AND IS USED by Hollywood stars 7 to 1 over other hand cares!

Smart Choice for
LIFE IN THE OPEN...

an
Albert
Richard
GREATCOAT



ALBERT-RICHARD
GREATCOATS...

new secret to warmer
winters! Styles, sizes,
for men, women, boys,
juniors, in water-repel-
lent rayon, cotton, part-
or all-wool gabardine.
Lined with Alpaca Pile,
or satin quilting with
Spun Sun* or wool
interlining.
*TM

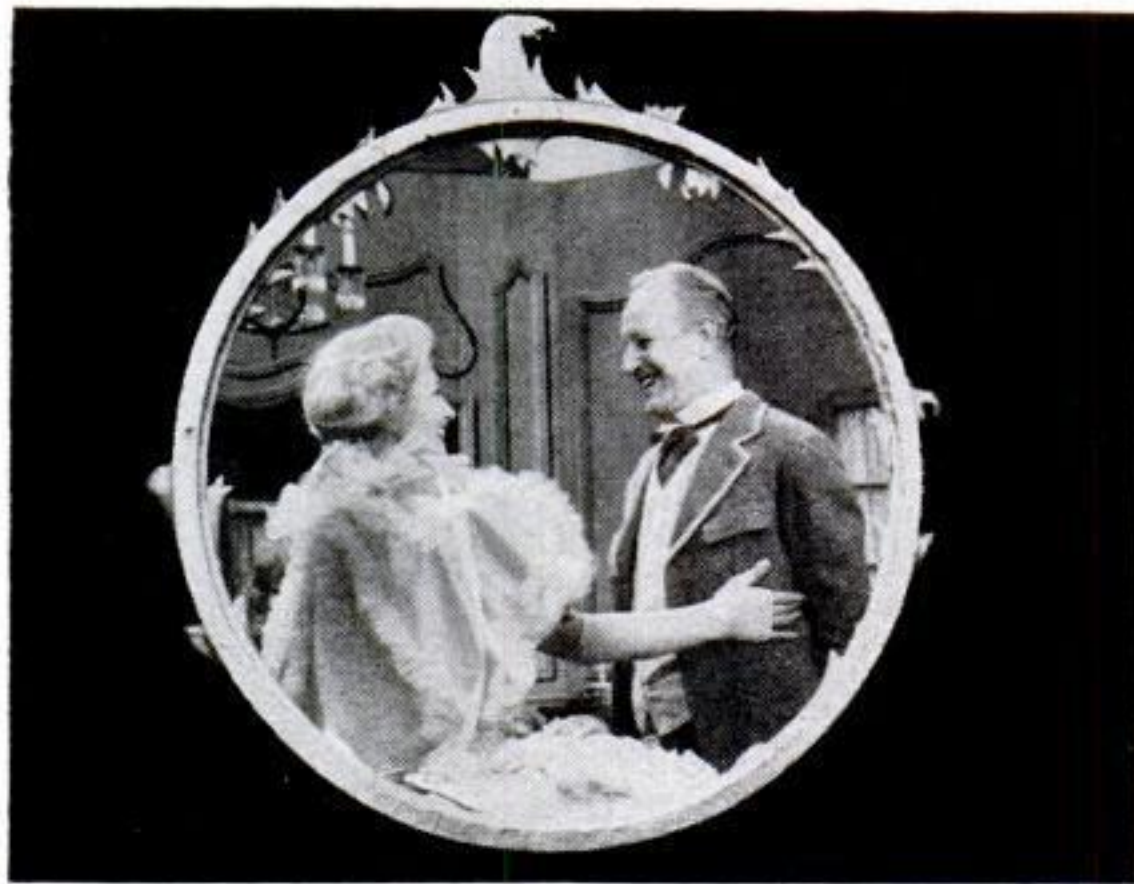
Meet the warmest Mr. & Mrs. team
in town—snugly geared for a blowy
winter in their stunning new
Albert-Richard Greatcoats! Mag-
nificently styled, these coats are
cut for super comfort without a
bit of excess bulk, deftly tail-
ored with finicky attention to
details—even those you can't
see. Check these Action-Fit*
beauties today—the price
will amaze you!

Special! Albert-Richard
colorful 1950 Football Map
FREE at your dealer's.
Write for his name. To get
map direct, send 25c in coin
to Albert-Richard, division of
Fried, Ostermann Co., Milwau-
kee 4, Wisconsin.



ALBERT-RICHARD

Gloves by Albert-Richard... different from the ordinary
... they're Action-Fit* for complete finger freedom.
*TM



HEALTHY SIGN in television is *Studio One* program, partly
because CBS owns it and sells space to Westinghouse, instead of
letting ad agency control the show. Above: Ilona Massey and Jud-
son Laire in dramatization of Henry James's *The Ambassadors*.

SINS OF THE AIR CONTINUED

and an interminable procession of torch singers and tap dancers,
interspersed with what appears to be the same dog act. If that dog
ever died, the \$350 million television industry would be in a fix.

Television is a far more versatile medium than radio and too im-
portant a national asset to be given over exclusively to soft-shoe
routines. The television broadcaster should determine in his own
mind the importance—not the popularity but the importance—of
the various types of programs he is capable of presenting. One of
the most popular features of a newspaper is the comic strip, but no
editor would dream of filling the whole newspaper with them.

3) Radio consistently pandered to the lowest tastes and
almost ignored the highest

As a mass medium radio had to try to please all sorts of ages and
incomes and cultural levels at the same time. Eventually, though,
its passion for bigness became a megalomania. It aimed so diligently
at the lowest common denominator of society that it never square-
ly hit any level at all.

By so conducting its operations, radio earned the contempt of
the educated and cultivated people of the land. This comparatively
small group exerts an influence far out of proportion to its num-
bers. These people, whom radio ignored, own and operate indus-
try. They edit the newspapers. They write the books and plays.
They imprinted their scorn on all levels of society. And, while the
American people listened to radio in vast numbers, they never quite
respected it.

To get rid of this regrettable heritage, the TV broadcaster should
call attention to the fact that he has put on the air many things be-
sides Hopalong Cassidy. He ought to remind the folks that he has
televised *Julius Caesar*, *Macbeth*, *The Scarlet Letter*, *The Dybbuk*,
The Copperhead, *Dear Brutus*, *The Comedy of Errors*, *Wuthering
Heights*, *Barchester Towers* and scores of the greatest books
and plays of all time. Neither the stage nor the movies can claim
so distinguished a roster in so short a space of time. Yet television
is considered a moronic form of entertainment simply because it
became fashionable to regard any form of broadcasting as moronic,
which shows how dangerous it is to ignore the minority groups of
the American public.

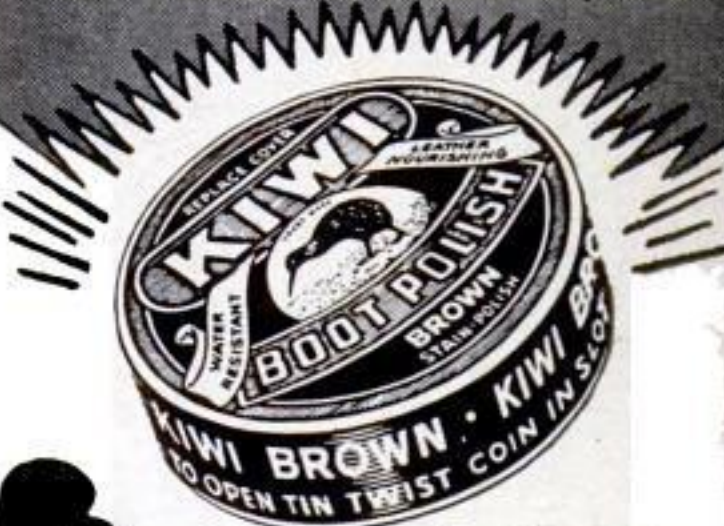
4) Radio was morally irresponsible to the American people

Television is either going to elevate American tastes—or it's go-
ing to debase them. It's not going to leave them alone. The radio
broadcaster, prodded from behind by a slick public-relations man,
used to protest that radio was the mirror of the American people;
that, if you criticized radio, you criticized the American people. It
was a very clever and very specious argument. But it was not the
responsibility of the listener to request something he had never
heard of. It was radio's—and it is now television's responsibility
to improve its own product. Granted that the competitive situa-
tion was different, the automobile industry didn't produce the self-
starter only after it was suggested by a disgruntled automobile
buyer. Similarly the housewife is not going to outline for the bene-
fit of the TV industry any bright new ideas for a television program.
The industry will have to do its own creative thinking.

Radio derived enormous, and I think wholly false, satisfaction

CONTINUED ON PAGE 152

Brighter Shines
WITH
1/2 THE RUBBING

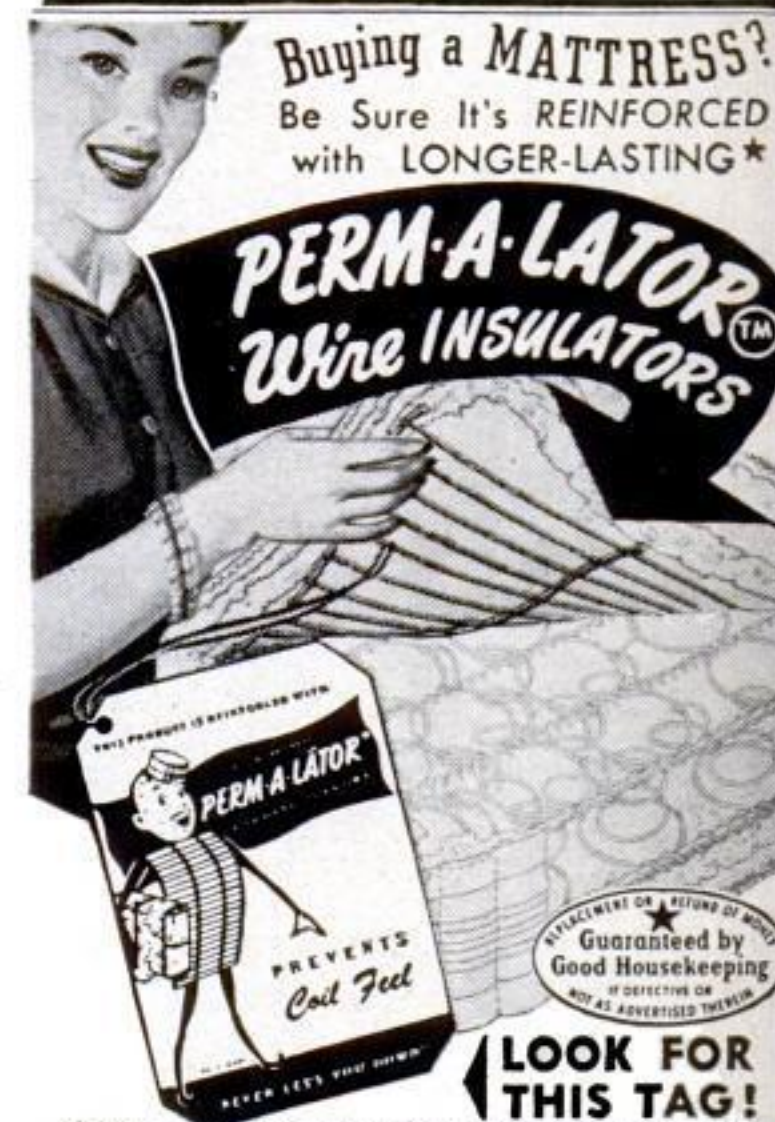


Because it Recolors and
Polishes at the Same Time

- Kiwi helps to keep your shoes softer
and more comfortable.
- ASK ANY G.I. ABOUT KIWI.

KIWI SHOE
POLISH

(KEE-WEE)
836 SO. SWANSON ST., PHILADELPHIA, PA.



LOOK FOR
THIS TAG!
★ Tests prove wire insulators last more than twice
as long as other insulators. Insist on PERM-A-
LATORS and get greater comfort... longer-
lasting mattresses and upholstered furniture.
Write for Free Booklet!

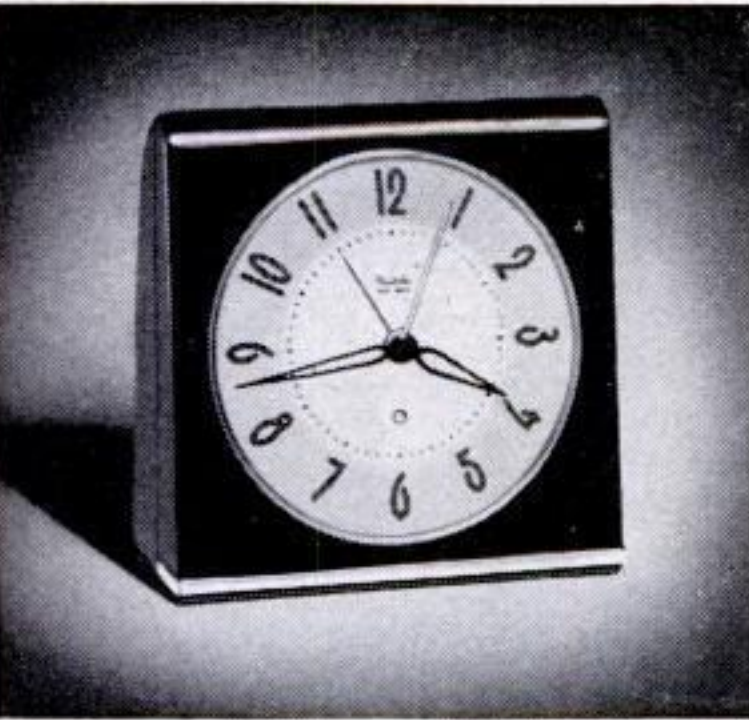
FLEX-O-LATORS, Inc. Carthage, Mo.
Factories in Carthage, Mo. and New Castle, Pa.

BLUE JAY SAY:
"fix CORNS
quick!"

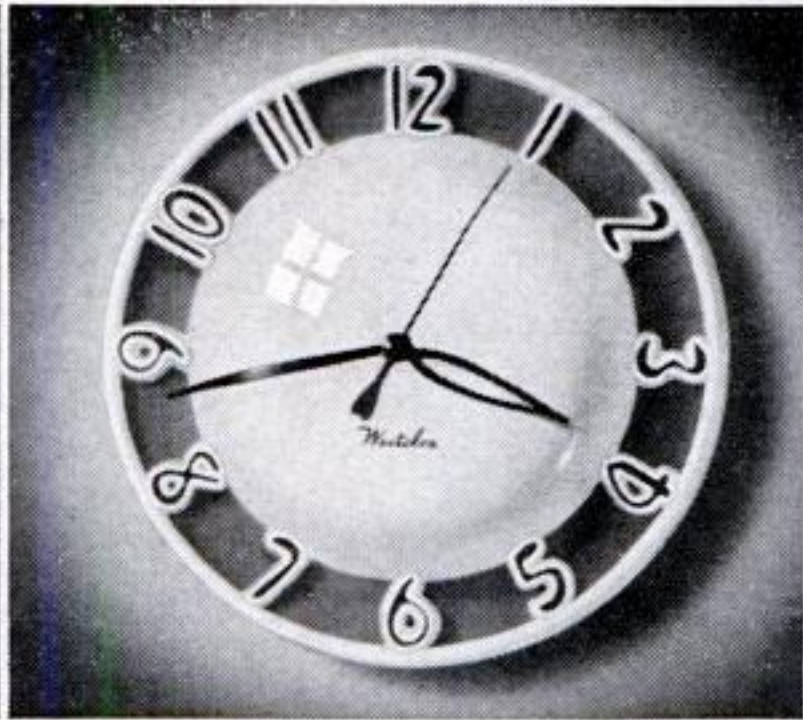


FAST, SURE RELIEF
AMERICA'S No. 1 CORN PLASTER
SAVE YOUR SNAPSHOTS

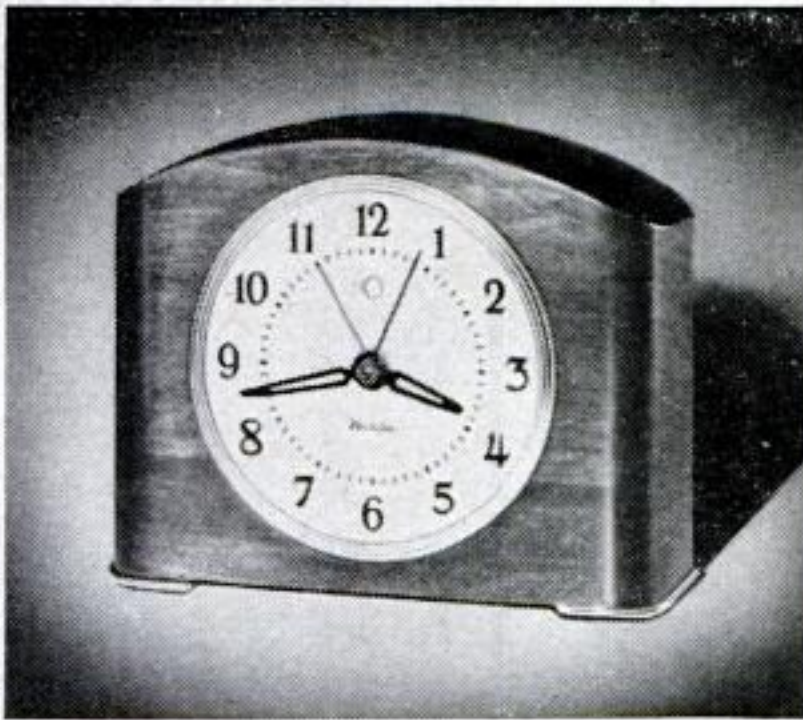
PHOTO
CORNERS
Mounties
Fit BETTER Stick BETTER Look BETTER
10c AT CHAIN, DRUG AND VARIETY STORES



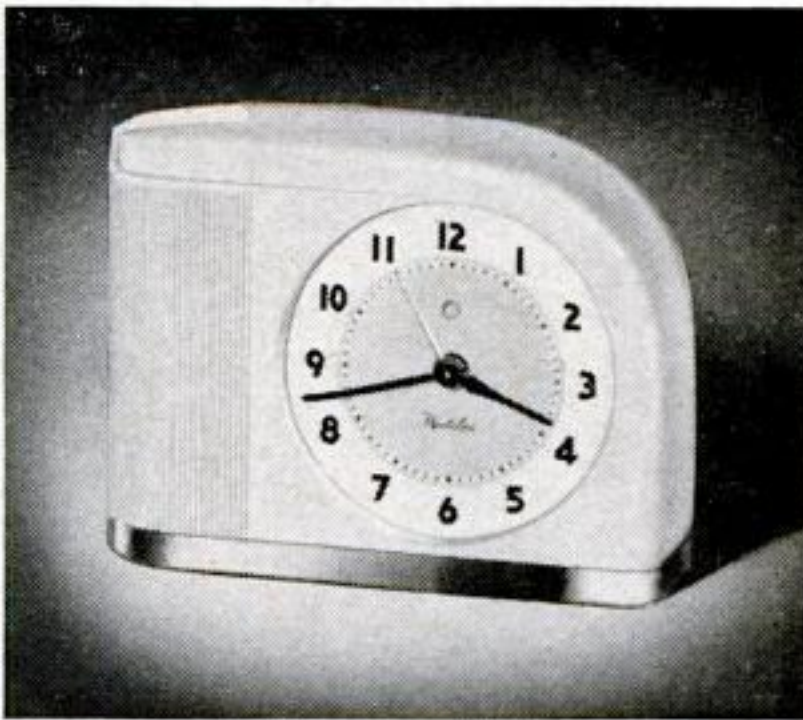
BIG BEN ELECTRIC ALARM. This handsome fellow calls you cheerfully; his pleasant bell alarm adjusts to loud or soft. Comes in plain or luminous dials.



MELODY ELECTRIC WALL CLOCK. New, versatile, brilliant. Adaptable to any room, any color scheme. Removable case ring comes in a variety of colors.



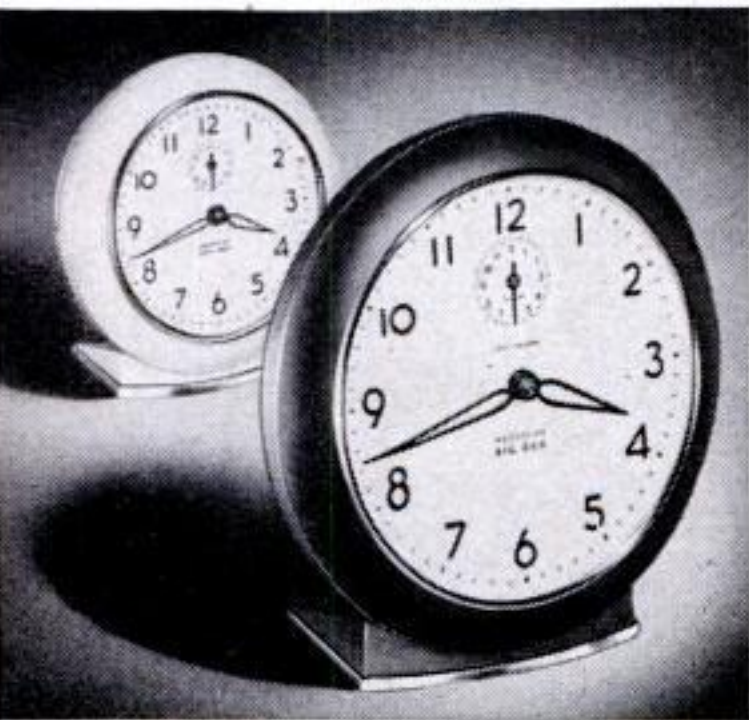
GREENWICH ELECTRIC ALARM. Combines beauty of a rich mahogany-finish wood case with utility of a pleasant bell alarm. Comes in plain or luminous dials.



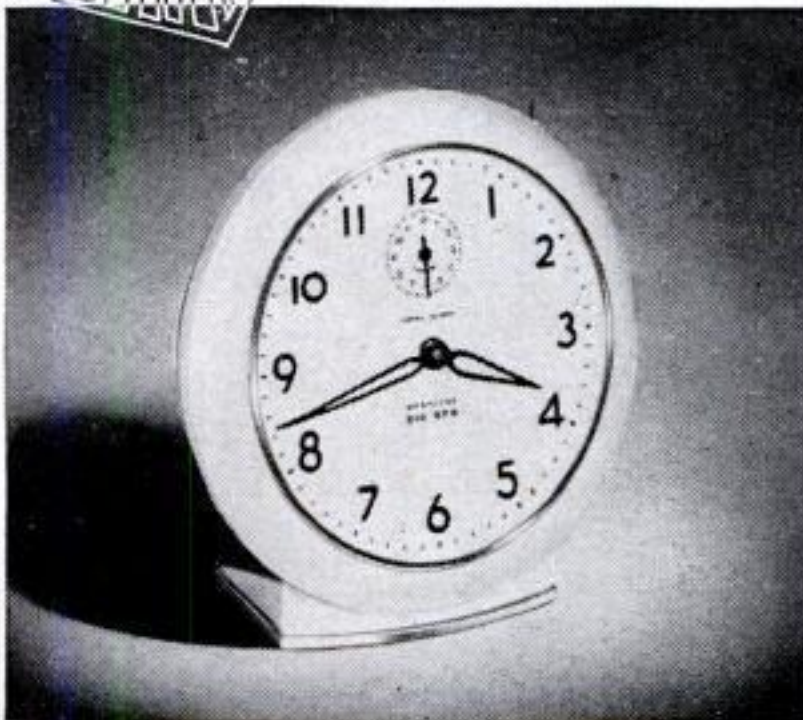
MOONBEAM ELECTRIC ALARM. A gift that's "different." A new idea in alarms. "First he blinks . . . then he rings." Comes in plain or luminous dials.



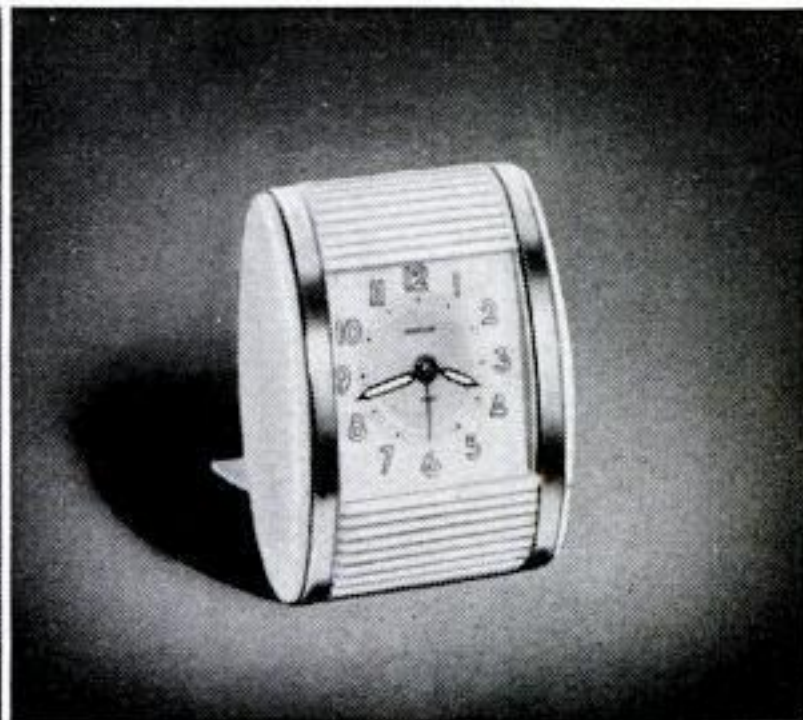
You give a long-remembered gift
WHEN YOU GIVE A WESTCLOX!



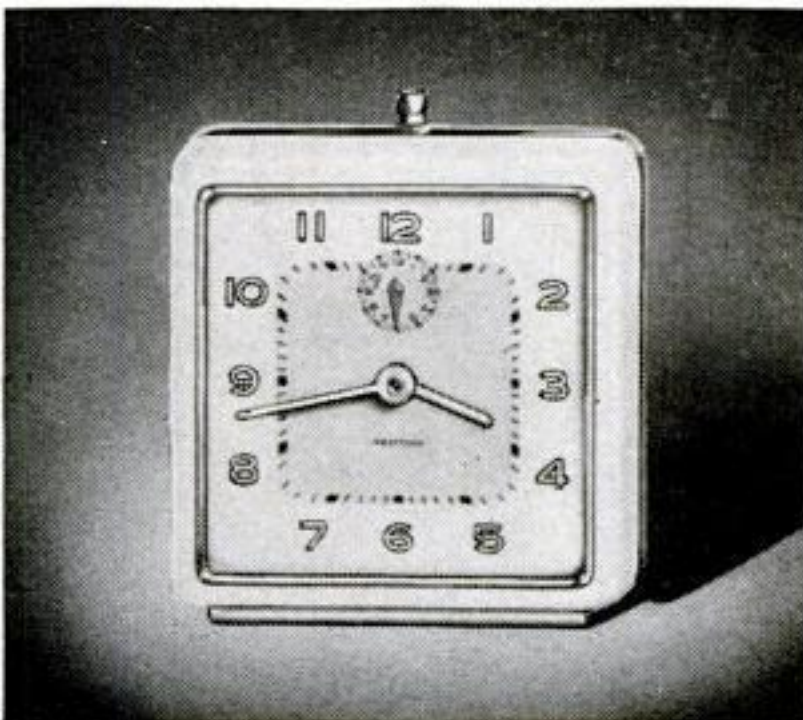
BABY BEN ALARM. Quiet tick; alarm adjusts to loud or soft. **BIG BEN LOUD ALARM.** Has intermittent "fire alarm gong." Both, in plain or luminous dials.



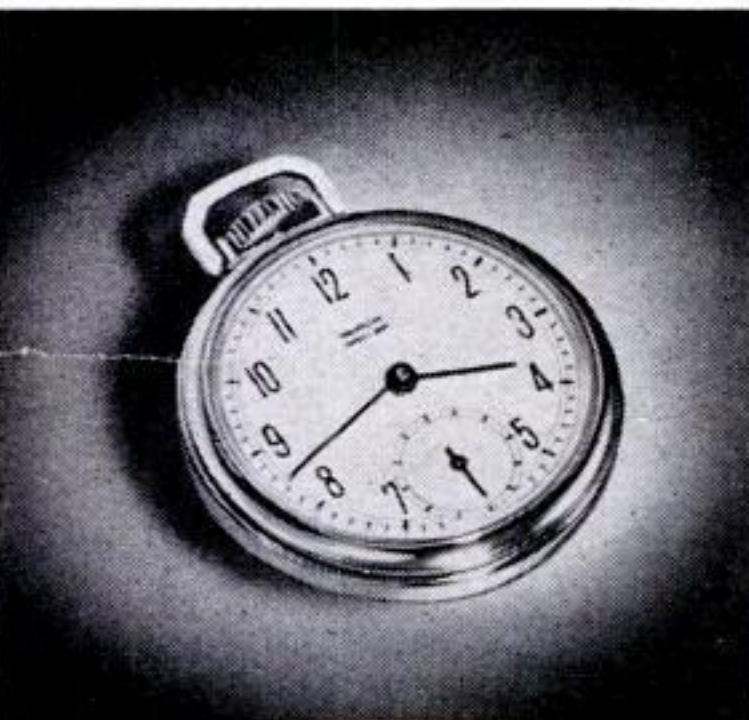
BIG BEN CHIME ALARM. Quiet tick permits restful sleep. When it's time to rouse you, "first he whispers, then he shouts." Comes in plain or luminous dials.



TRAVALARM. An ingenious little beauty! Closes up like a clam for traveling. Flip it open, it's on duty and on time. Comes in luminous dial for 24-hour service.



GENERAL ALARM. If you prefer a square clock, here's an attractive Westclox alarm at an extremely attractive price. Comes in plain or luminous dials.



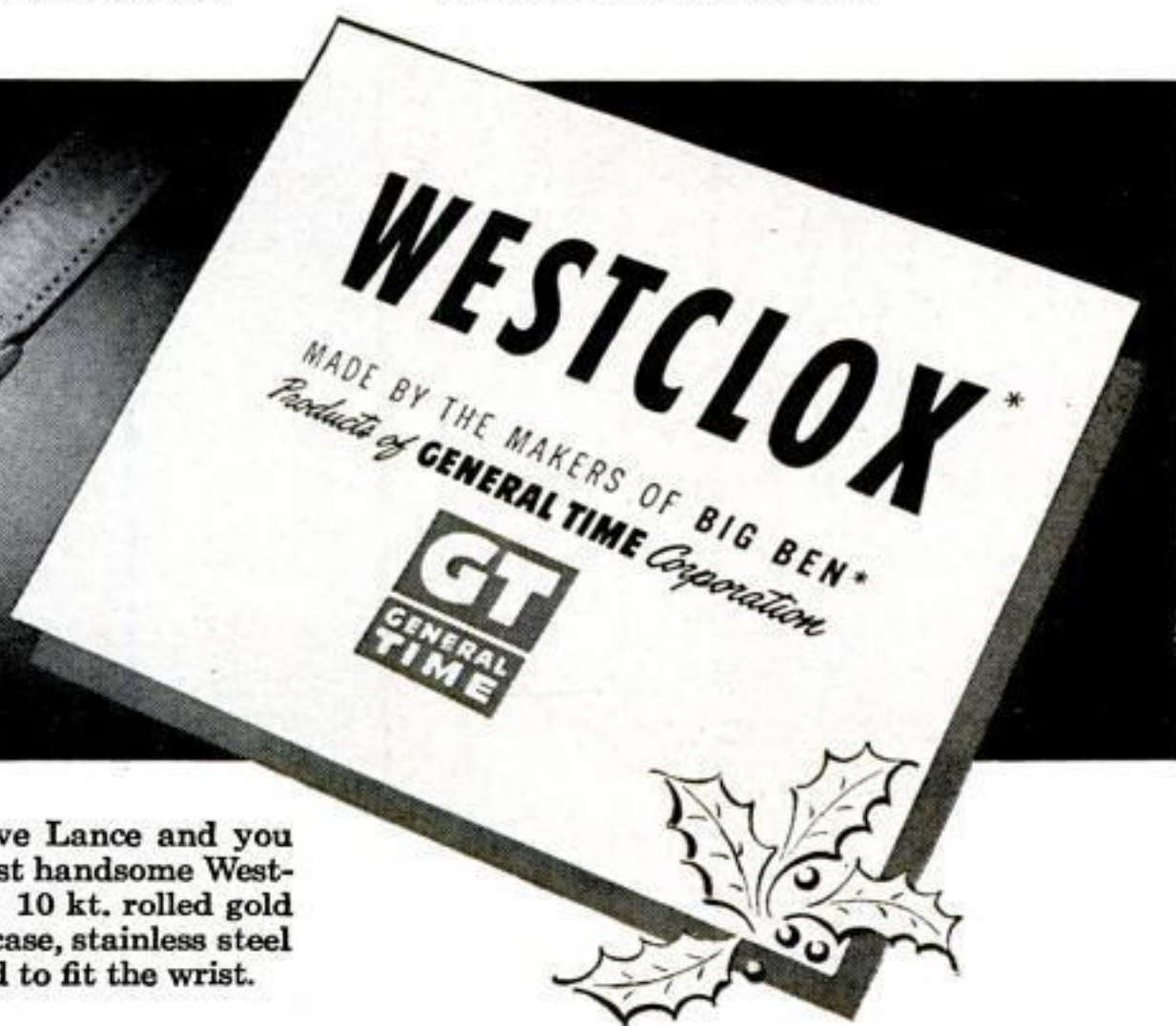
POCKET BEN. The champion of pocket watches—thin, good-looking, famous for dependability and long life. Comes in plain or luminous dials.



WRIST BEN. This smartly-styled new watch is built to take rugged use. Ideal for active men and boys. Comes in plain or luminous dials.

RAJAH. Small and handsome for dress; sturdy for work or play. Has smart chrome finish front case, stainless steel back, curved to fit the wrist.

LANCE. Give Lance and you give the most handsome Westclox watch! 10 kt. rolled gold plate front case, stainless steel back, curved to fit the wrist.



Hold that bra line
with the patented*

MOJUD® SLIP

At last, a slip that keeps
the lift of your uplift;
that preserves bust
separation instead
of destroying it!
Nylon tricot
and fine ray-
on crepe.

*U.S. Pat.
RE 23,255



MOJUD® STOCKINGS

...You've never known
such perfect fit!

Proportioned leg sizes for
short, tall or average women. And
Mojud Stockings have extra
"give" and spring-back right
in the knit. No wonder they
look-feel-fit-wear better! At
good stores everywhere.

MOJUD HOSIERY CO., INC.
385 Fifth Ave., New York 16

©1950

SINS OF THE AIR CONTINUED

from counting heads and assuming unwarrantably that they were contented heads. No matter what television puts on the air, it is going to have an enormous audience, and the TV broadcaster had better not mistake this fact—as did the radio broadcaster—as automatic proof that he is doing a wonderful job. Every TV program will inform or educate or morally elevate or emotionally stimulate a lot of people. Or it will deceive or degrade or hypnotize them. It won't leave them unscathed. The broadcaster's responsibility therefore is an imposing one. He should judge every one of his programs—as well as his over-all program structure—with one thing in mind: it will do a great many people some good or it will do a great many people some harm.

In order to do this, television must develop some personal standards of excellence, which is something radio never did. Radio borrowed its standards from other media and, in those cases where there weren't any earlier standards to fall back on, it didn't have any. According to this method of operation, a great radio play was simply the dramatization of a good movie, a good book or a good play. Some of the best radio dramas were written solely for radio but because they had not received the prior endorsement of a book, a movie or a theater critic, the industry looked down upon them as not quite respectable. If television is ever to amount to anything of cultural importance, it should rid itself of the idea that it's the motion picture industry, the book business or the stage. It's a big, new art form of its own. It was radio's lack of standards that led to that dizzy lunacy known as the giveaway program. Radio programs gave away washing machines, Cadillacs, \$1,000 bills, houses—everything, in fact, except women. I could never quite understand that lone omission. If Bert Parks had thrown a beautiful 18-year-old babe into the jackpot of *Stop The Music*, even I would have stayed home and listened for the telephone. But he wouldn't. Some faint moral scruple—or conceivably fear of the Federal Communications Commission—stayed the broadcaster from this final depravity. The Roman emperors who gave the populace bread and circuses—which is what radio was imitating with its giveaway programs—also threw in sexual orgies, and it always seemed to me inconsistent of the broadcasters not to follow through with the thing. I brought this to the attention of several vice presidents, but they failed to see any humor in the suggestion. They also failed to see anything wrong with the giveaway program, which shows where a lack of moral standards leads.

The television boys could have an enormous and somewhat similar type of success with another type of program—the strip tease. The way I see this program—I'm just thinking off the top of my head here, Mannie—we'll get a pretty dame in front of the camera and have her take off one lone, solitary garment a week, taking her time, of course. At the end of 39 weeks—just by coincidence she'll be wearing 39 articles of apparel—I positively, absolutely guarantee we'll have a Hoopering twice as big as Milton Berle's. And if any bluenose society comes nosing around, we can always tell them that, after all, every member of our audience is an American and that any criticism of our program is a criticism of the American people. I tell you, Mannie, it can't miss.

5) Radio was avaricious

A man who wants to start a newspaper or magazine—and has enough money to do it—starts one and keeps it going as long as the public wants it. If he wants to start a radio station, though, it's different. Radio stations are limited by the number of broadcasting frequencies. And by the law established in 1934 the FCC allots those frequencies "in the public interest, convenience or necessity." The FCC doesn't give the broadcasters those frequencies; each station is merely loaned the frequency on its promise to use it in the best interests of the listeners who are its real owners. That's the law, but you wouldn't know it from listening to the radio. While a few stations, such as New York City's WNYC and many of the 100-odd educational stations, are publicly owned, the vast majority of stations are privately owned and operated. And although these stations have their frequencies on loan, they seem to regard them in the same manner as they do the microphones and the washrooms. The promises made to FCC by the applicants for frequencies make very funny reading in the light of their subsequent performances. In fact, for all practical purposes, the broadcaster does own his frequency, once he has gotten it.

Many sizable fortunes were made in radio. In 24 years the advertiser poured billions of dollars into radio. Where did it go? Well, let's take the \$500 million annual income and slice it up. In the first place, 15% of it, or \$75 million, went into the pockets of the advertising agencies, which is enough to keep an awful lot of ad-men's wives in mink for some time. Now what did the advertising men do

RELIEVES PAIN OF HEADACHE · NEURALGIA NEURITIS

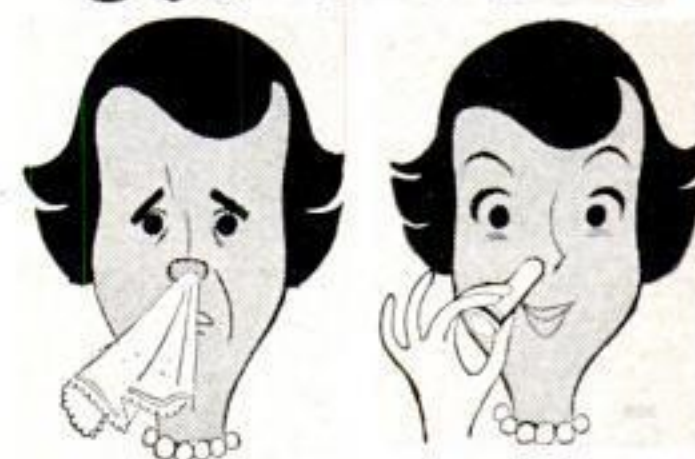
FAST

The way
thousands of
physicians
and dentists
recommend



The way thousands of physicians and dentists recommend Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

GREATER



BREATHING

Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

COMFORT



Use as often as needed.

HOW TO GIVE QUICK REST TO TIRED EYES

Put two drops of soothing Murine in each eye. Instantly your tired eyes feel fresh, rested, wide-awake. Refreshing Murine, a scientific blend of seven ingredients, cleanses your eyes quickly, surely—yet as gently as a tear. Keep Murine handy. Use it regularly, whenever your eyes tell you to.



MURINE
FOR YOUR EYES

CONTINUED ON PAGE 154



When A FELLA'S UNDER THE WEATHER

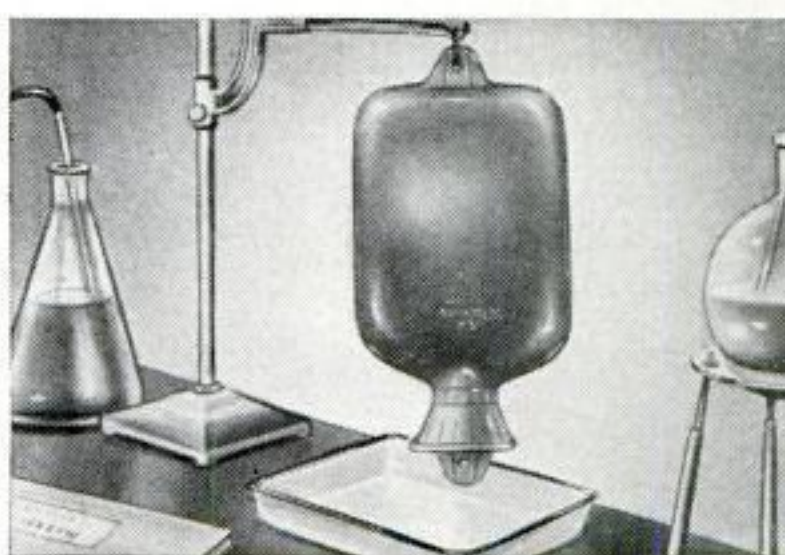
... Mom has comforting relief right at hand. It's that reliable stand-by, the Faultless "Wearever" Water Bottle.

For safety's sake be confident your water bottle is ready for every possible use. Buy Faultless "Wearever," family friend since 1899. Gives you the extra sturdiness of one-piece construction ... a mirror-smooth surface that stays clean and sanitary ... and a new, absolutely leakproof stopple.

See the Faultless "Wearever" Water Bottles your druggist is now featuring. Priced from \$1.49 to \$2.98.

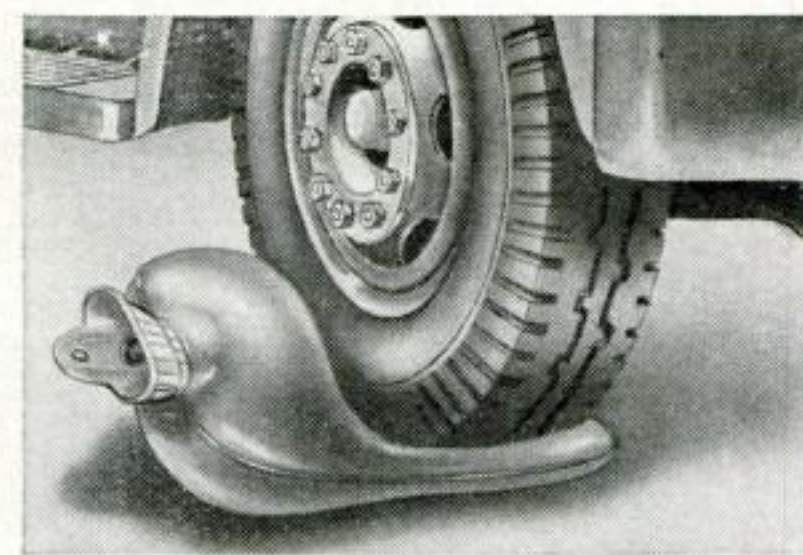
THE FAULTLESS RUBBER COMPANY
ASHLAND, OHIO

Manufacturers of household rubber goods, industrial and automotive sponge rubber and a wide range of bulb specialties.



Not a drop in 14 days!

This Faultless "Wearever" Water Bottle was suspended upside down over a drip pan for 14 days. Not a drop passed Faultless' absolutely leakproof stopple.



Withstands terrific pressure!

Sturdy, one-piece construction and reinforced edges enable Faultless "Wearever" Water Bottles to withstand punishing pressure without bursting or leaking.

Faultless
REG. U.S. PAT. OFF.

"WEAREVER" RUBBER GOODS
for home and hospital



No. 340 Kumfy Water Bottle



No. 90 Water Bottle, Ivory



No. 403 Comb. Bottle & Syringe



No. 472 Fountain Syringe



No. 156 Oval Ice Cap



No. 175 Household Gloves



Rubber Sponge

CHOCOLATE
So Good
You'll want
another
and another



Four wonderful chocolate flavors:

MINT—green pack
RUM—red pack
NONPAREIL—blue pack
MILK—brown pack

Ummm... Rockwood Chocolate Wafers. Solid wafers of smooth rich chocolate...delightful to eat!

MAKE THIS \$10,000 PRIZE COOKY

Also, use Rockwood Mint Chocolate Wafers to make Pillsbury's \$10,000 prize-winning Starlight Mint Surprise Cookies. You'll find the recipe in every package of

• ROCKWOOD MINT CHOCOLATE WAFERS (Large Size)

• PILLSBURY'S BEST ENRICHED FLOUR



for CHOCOLATE that's good say **ROCKWOOD**



ONE OF RADIO'S BIG MISTAKES was letting in the studio audience. Actor or comedian promptly forgot all about listeners.

SINS OF THE AIR CONTINUED

to earn that \$75 million? Well, a lot of them worked very hard for it, of course, assembling the whole show. But there is also a very pleasant way to "assemble a show" that quickly became popular. This method, which now constitutes about 15% of the programs, is the package deal. Rather than strain his own mind producing a show, the advertiser simply found a package producer. If the package happened to be *Information Please*, he paid as much as \$11,000 a week for what cost its owner, Dan Golenpaul, from \$5,000 to \$7,500 to produce. For consummating this deal the ad-man made about 15% of the cost, or \$64,350 for the year—a 39-week year. He didn't net this, of course, because he had to pay out a lot of it for such things as his fixed expenses, liaison between the package producer and the sponsor and advertising the program. Just the same, say he grossed \$64,350. That's still an awfully nice gross.

Young couples like Dorothy Kilgallen and Dick Kollmar cleared as much as \$100,000 a year for chattering over their breakfast cups about the people they'd seen the night before. Writers got \$2,000 a week in Hollywood for copying down Fred Allen's jokes and putting them on Bob Hope's program. The offices of network vice presidents began to look like something out of the Palazzo Venezia, and network presidents, in order to be properly differentiated from their vice presidents, had to add wainscoted private dining rooms with their own kitchens. There would be nothing especially wrong with this opulence, but radio, after all, is a semipublic institution, so it has a responsibility to the public to produce at least some programs that are in the best interests of the public.

Both the advertiser and the broadcaster had plenty of money to put a new idea or a new personality on the air and keep it there until the public accepted it. Rarely was this done. The old faces—the Jack Bennys and Fred Allens and Amos 'n' Andys—got richer, and there were no new faces and no new ideas. In the end this dollar worship proved almost disastrous. When Jack Benny was lured from NBC to CBS by the promise of more dollars (2.3 million of them, to be exact), NBC's entire program structure almost fell apart.

As things now look, there will be far fewer channels for television stations than there were for radio. These channels are national assets and they should be treated as such both by you and me, who own them, and by the broadcaster who is permitted to exploit them.

6) Radio created an insulting picture of the American people

The broadcaster and the advertising man never got to know the American people very well. They genuflected to the most clamorous and idiotic elements of America. The letter writers, for example. Mae West once appeared on the Charlie McCarthy program and let fly a few remarks which appeared to be out of bounds. The repercussion shook NBC to its foundations. Yet when the smoke had cleared away it developed that only 15,000 persons, not all of them angry, had written in about the broadcast—out of an audience of roughly 20 million. It was difficult to explain to the broadcaster that most Americans don't write letters. They turn the damn thing off and go bowling.

Then there was the studio audience—Americans all—who shrieked with laughter and applauded like maniacs at the most feeble witticisms. After all, they had been let in free and they were encouraged and, in some cases, almost forced to show their appreciation. The studio audience was brought into radio by Ed Wynn, and Eddie Cantor,

for Outdoor
"Sports"
those
Authentic
Western Denims

TUFFIES OUT OF THE WEST are made of real, 8-oz., SANFORIZED blue denim . . . copper riveted, double-stitched with heavy orange thread. Inside swinging pockets. They are UNCONDITIONALLY GUARANTEED!

with Zippers!

\$2.69

ANYWHERE IN U.S.A.

IN REGULAR SIZES,
1-22, 20" to 32" waist
IN HUSKY SIZES,
8-22, 27" to 34" waist



...and for Girls too!

Authentic western styling, 8-oz., Sanforized blue denim, ZIPPER side opening.
In All Sizes
Anywhere
in U.S.A.

\$3.45



Manufactured by
OKLAHOMA CLOTHING MANUFACTURERS, INC.
OKLAHOMA CITY 1, OKLA.



How to make
a little girl happy...

GIVE HER A REAL
Thayer DOLL
HI-CHAIR

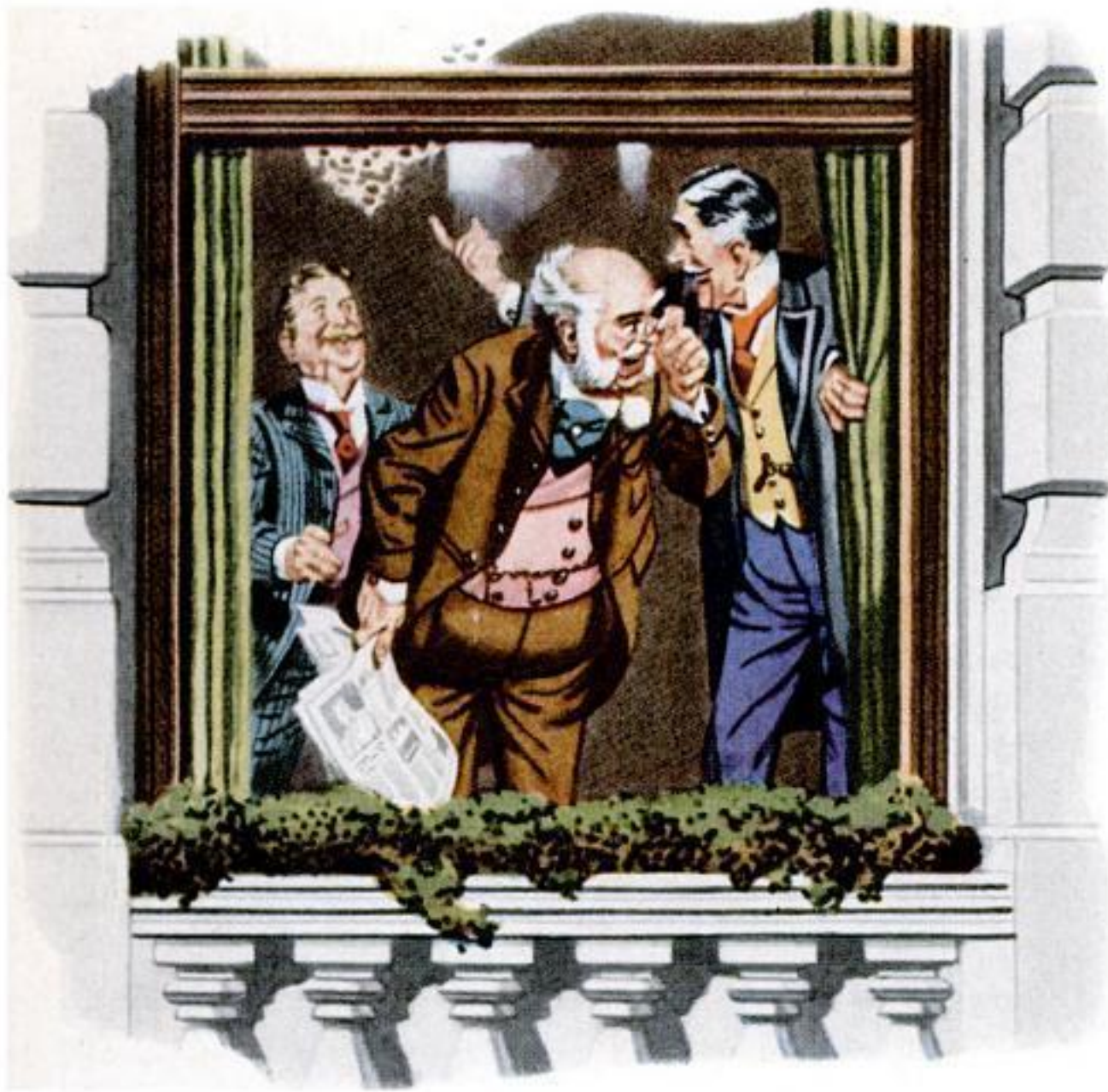


Here's a dream present for a lucky little doll mother... a doll hi-chair made exactly like the famous Thayer Hi-Chairs which are America's favorite for real babies! It's just one of the many thrills awaiting your daughter in your dealer's Thayer Wonderland of doll carriages, strollers and other doll furniture. See them now. And send 10¢ for your copy of "SALLY LOU AND MINERVA, HER DOLL" to Thayer, Inc. Dept. L-14, Gardner, Mass.



CONTINUED ON PAGE 157

NO MATTER WHAT FAIR VISION
SET GRANDPA'S EYES A-LIGHT—



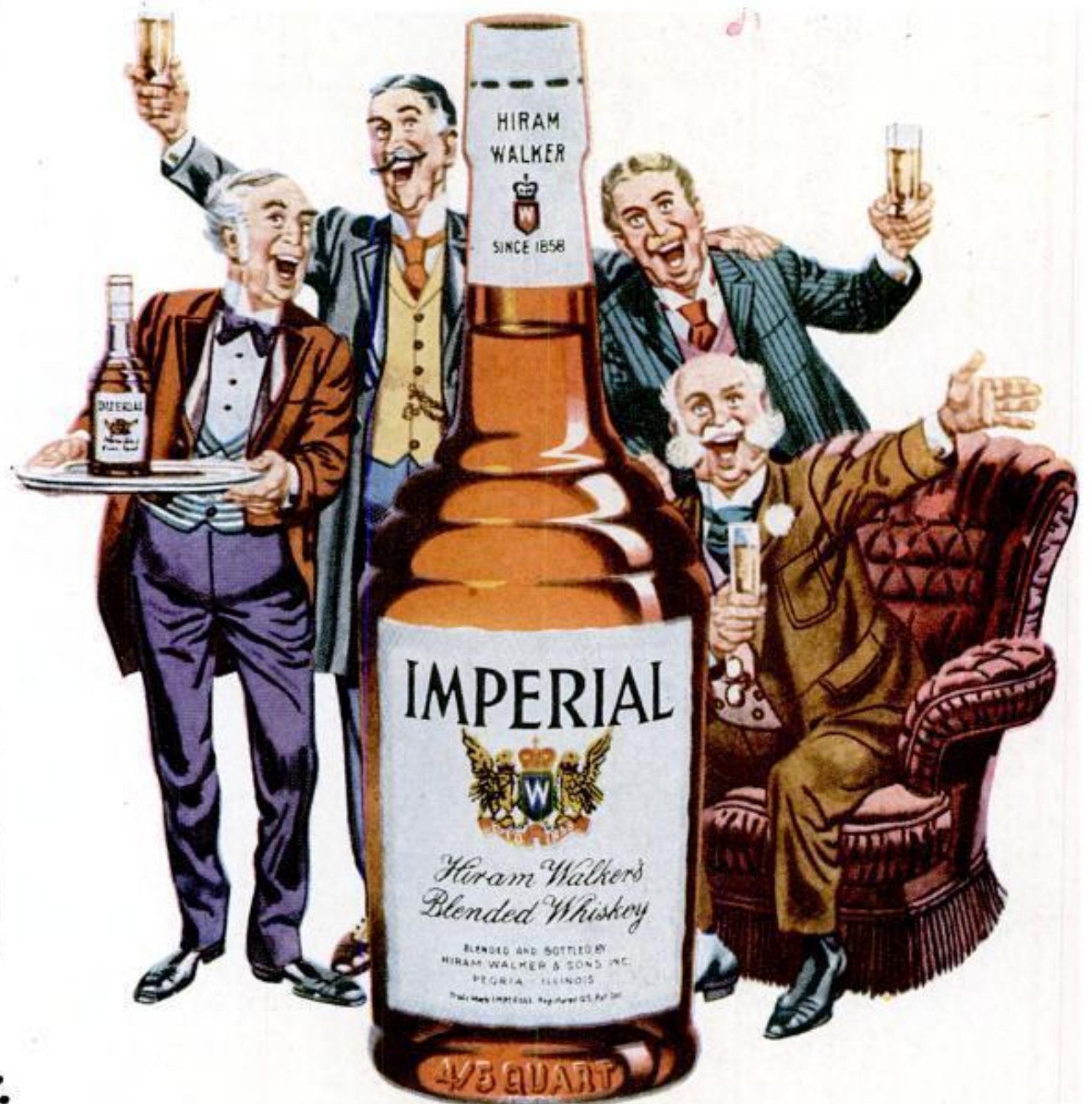
HIS CRONIES KNEW WHAT GAVE HIM
EVEN MORE DELIGHT—



THIS MELLOW, OLD-TIME FLAVOR
THAT YOU CAN TASTE TONIGHT—



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker.

And Hiram Walker's 92 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.



Beauvais 1040-1843. One of the newest, freshest-looking carpets you'll find anywhere today...sophisticated, yet casual. And it's a money's-worth marvel. About \$11.95* a sq. yd.



Sonata 1970-7850; about \$23.50* sq. yd.



Fervak 1020-9438; around \$9.25* sq. yd.



Glentwist 204-94300; around \$13.50* sq. yd.



Beauvais 1040-1827; about \$11.95* sq. yd.



Beauvais 1040-1844; about \$11.95* sq. yd.



Sun Valley 412-20190. A new Bigelow Wilton broadloom creation, with a rather modern air. Note the "sculptured" look of the leaf design. An outstanding buy at about \$12.75* a sq. yd.

On every floor... a beautiful, affordable Bigelow!

Today—let your Bigelow dealer match
a Bigelow beauty to *your* pocketbook!

WHAT IF YOU'RE *NOT* a millionaire—and still want a carpet that looks like a million! That wears like a jewel! Whether you plan to spend several hundred dollars, or only \$90 or so, your Bigelow dealer can show you your ideal...

Because genuine Bigelow Carpets, famed for wear and beauty, come in prices to fit *every* purse. Whatever you pay, you'll be getting a carpet that looks and behaves like the real aristocrat it is.

Bigelow uses only the choicest imported wools—rich, tough, springy wool, treated to keep "lively." And another important ingredient—125 years of superb carpet craftsmanship.

And talk about style! Bigelow gives you a wide, exciting choice! Modern or traditional designs. Patterned or textured or plain. In whatever colors thrill you most. How will you have *your* Bigelow? In the popular 9' x 12' size? Or room-shaped—cut to fit the contours of your room? Or laid lavishly from wall to wall? Whatever you want, you just can't get a better buy than a Bigelow.

Consult the booklet, "Bigelow Home Decorator." Tells, shows how to achieve beautiful rooms. Get it from your Bigelow dealer, or send 25¢ to Bigelow Home Service Bureau, P.O. Box 756, New York 46, N. Y.

*Prices subject to change. Slightly higher in the West.



Bigelow

Rugs and Carpets

Beauty you can see... quality you can trust... since 1825

SINS OF THE AIR CONTINUED

a couple of veterans of the stage, who couldn't function without it. Immediately the subtleties of the pioneer radio comedians—Stoopnagle and Budd and the early audienceless *Amos 'n Andy*—were drowned in a torrent of boffolos which were provoked by a much lower level of humor. The introduction of this audience which stood between the entertainer and his real audience—two or three people in a living room—was one of the most lamentable mistakes ever made by radio.

Another reason why radio so profoundly misunderstood the American people can be ascribed to its points of origin. At the start some of the best radio programs emanated from Chicago, Cincinnati and a host of other communities. When radio grew rich and successful it settled immovably in New York and Hollywood, two of the least characteristic cities in the country. Radio became a troglodyte. About 70% of the costliest and most important programs emanated from Hollywood, a city so far removed from the main stream of American life that the listener had to have a special frame of reference to understand the jokes. The smog; the irresponsibility of the Los Angeles motorists; Cucamonga. That was the stuff of which radio spun its dreams. It was not only trivia; it was *local* trivia.

Television is still young and some of its best programs are coming from Chicago, Philadelphia and Washington—as well as from New York and Hollywood. It would be to television's best interests, to say nothing of ours, if a fair share of its programs came from and represented all parts of the country. Above all, television shouldn't spend too much time in southern California. It will get orange-juice poisoning (softening of the brain).

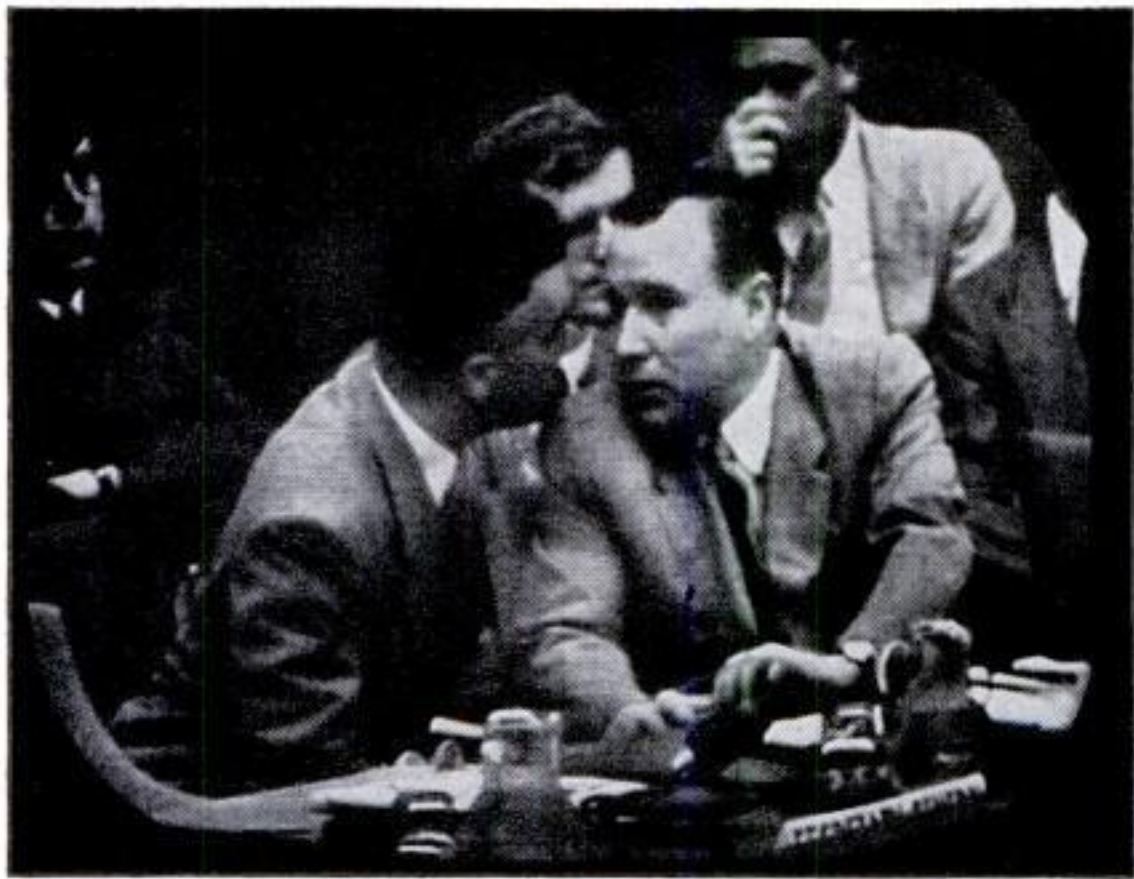
7) Radio was cowardly

With the exception of its first Deadly Sin, radio's seventh was the worst of all. Rich and influential as was radio, it was the most timid medium of them all. Radio was afraid to offend the Negroes, the Irish, the Jews or the Women's Bowling League of East Orange, N.J. Hugh Johnson wasn't allowed to broadcast a script that discussed syphilis for fear it might ruffle the sensibilities of some bluenose society. General Johnson wasn't *for* syphilis, either. The only group radio ever stood up to was the atheists. Atheists were never allowed time on the air because the broadcaster was afraid God couldn't stand criticism.

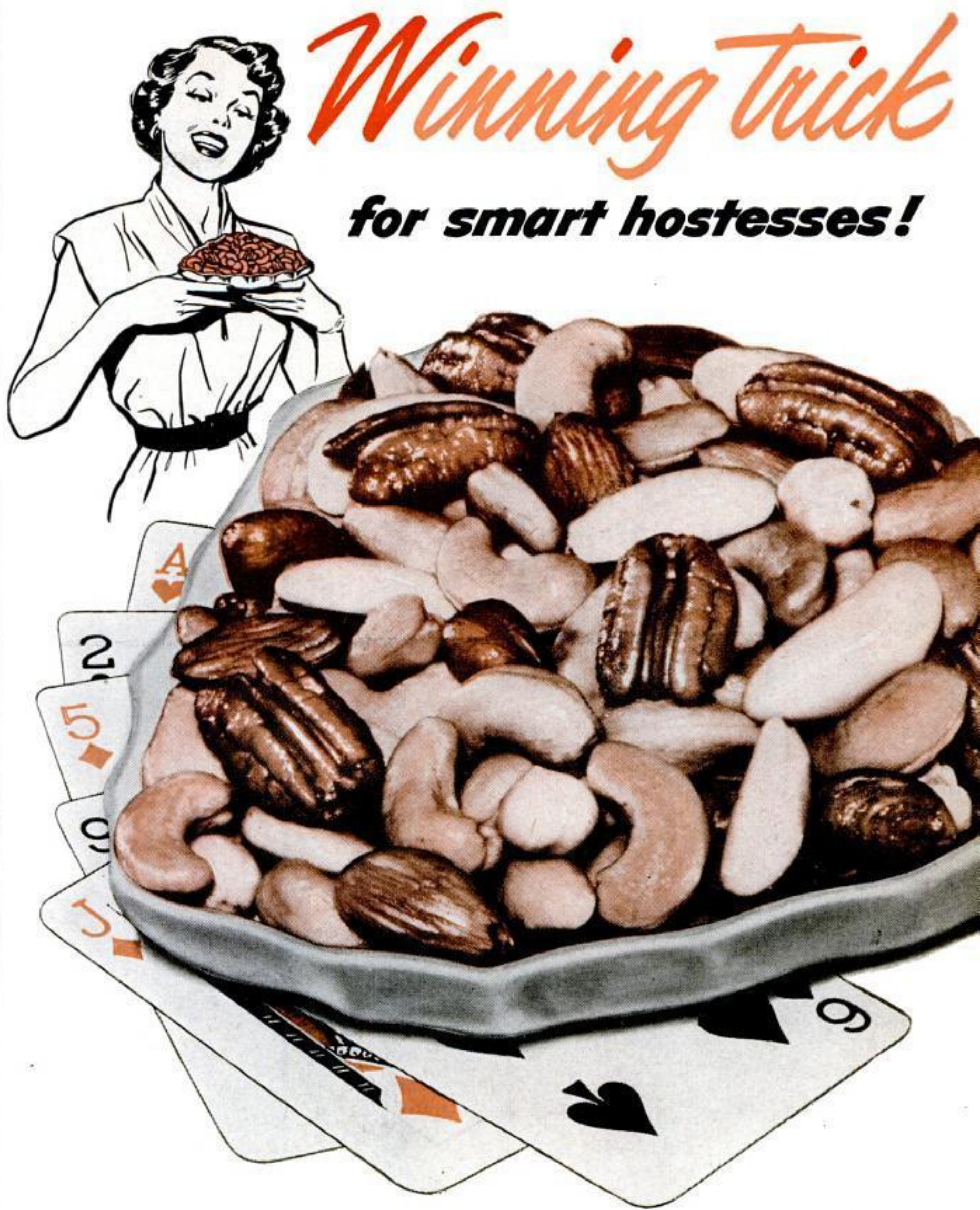
Politeness is all very well but the thing can be carried too far. Sheer inoffensiveness is so small a virtue as to be no virtue at all. No one ever accomplished anything in this world without stepping on somebody's toes. The FCC has now given the broadcaster the right to harbor opinions. For God's sake, fellows, harbor some and hold to them. There are many times when the American people need and deserve censure. Go ahead and censure them. No man will turn you off. He'll think you're talking about the man next door.

Radio's timidity colored most of its programs. "Here is Joe Doakes, your friendly announcer." "The voice with the smile." "And here is your host." "Your friend and mine." For heaven's sake, television, don't be so friendly to just everybody. Lots of people aren't entitled to your friendship. Don't play host to everyone who comes along and don't smile *all* the time. There are times when the voice with a scowl is more appropriate and far more courageous.

One final word. Just because I dwelt at such length on radio's faults, I'd like to make it clear that I am not unaware of radio's virtues. It has many of them. But this, after all, is about radio's Seven Deadly Sins.



TELEVISION IS AT ITS BEST when it brings the public up close to important subjects, like Soviet Delegate Malik at a U.N. session. Such subjects also are very popular. An estimated 25 million watched televised U.N. sessions during height of Korean war.



Winning Trick
for smart hostesses!

trump their tasters with Toaster-Fresh

Double Kay

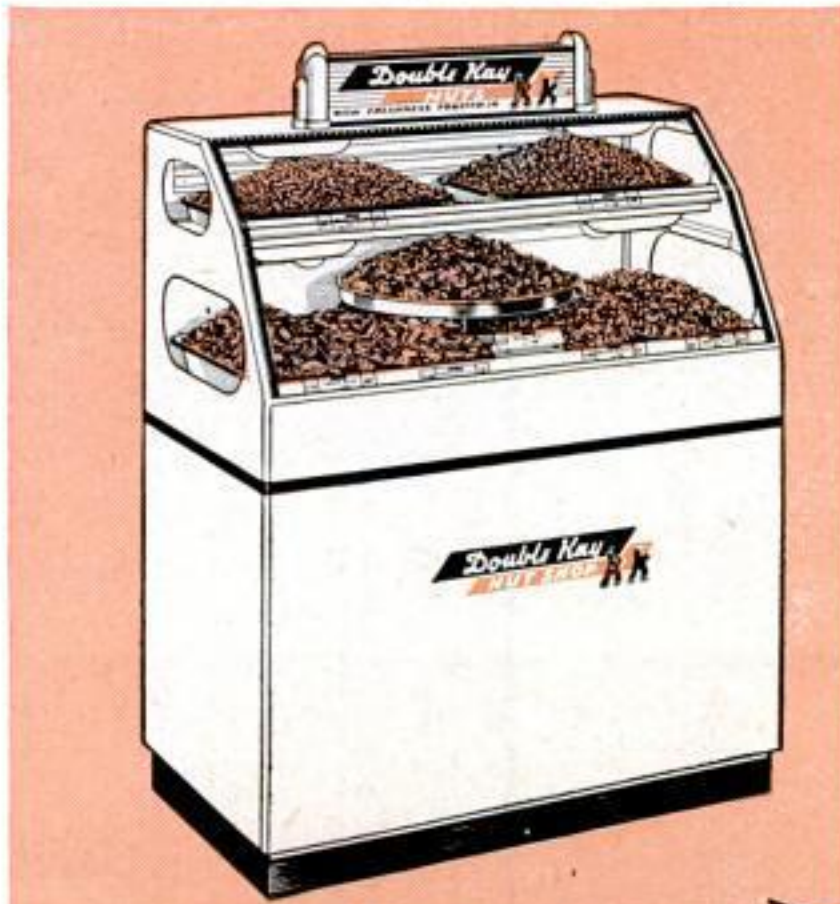
WORLD'S FINEST SALTED NUTS



Just watch the grins spread when happy tasters discover the delicious goodness that's *toasted* into every Double Kay Nut by Double Kay's exclusive Toaster-Fresh process.

Certainly none but the world's finest nuts, carefully selected, pridefully prepared, and *guaranteed fresh*, could taste so good.

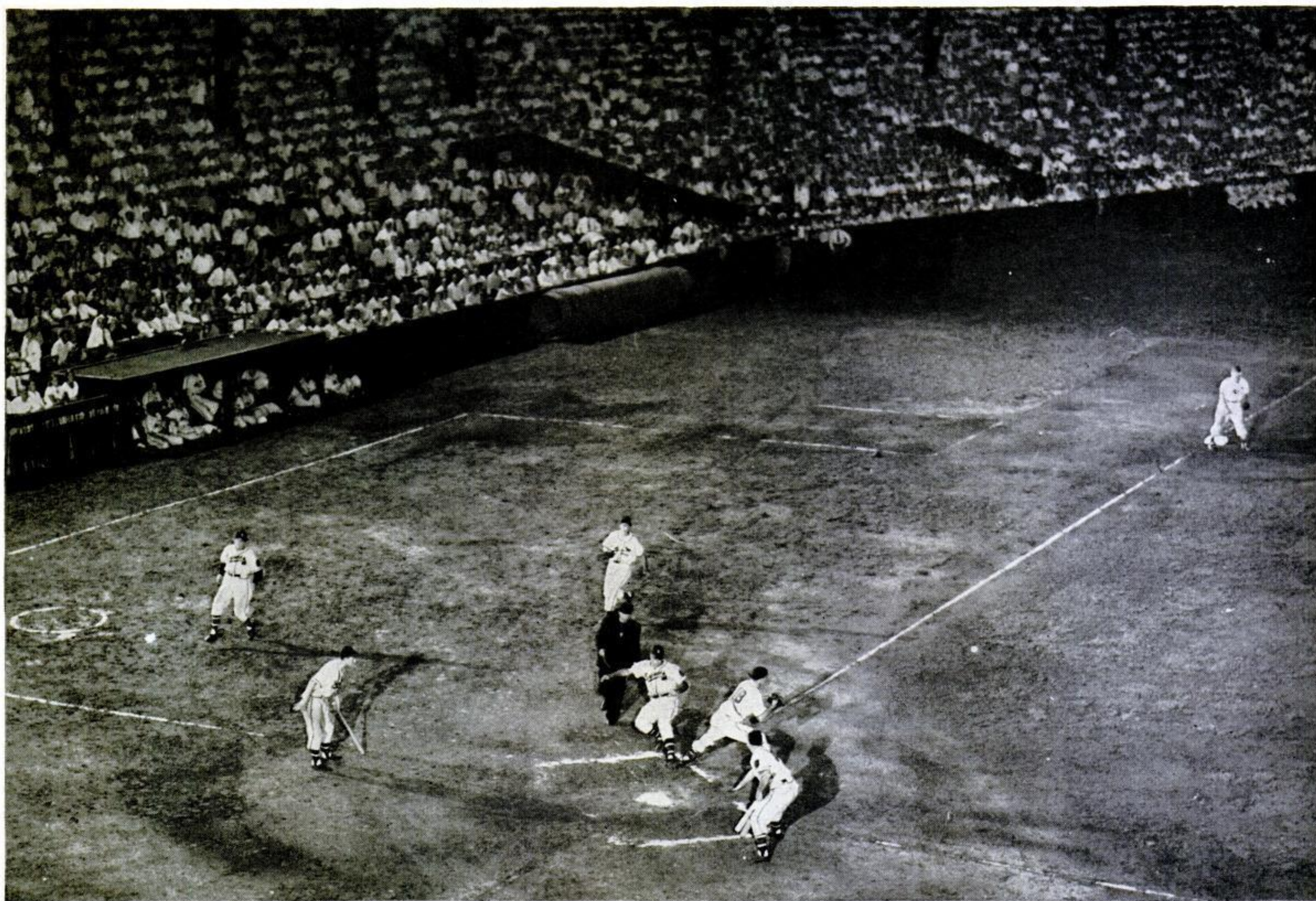
To be sure of getting genuine Double Kay quality . . . always look for the sparkling-white, heated Double Kay Nut Shop at all good stores in your community.



The world's finest salted nuts at famous
DOUBLE KAY NUT SHOPS
or in vacuum-packed cans . . .

always Toaster-Fresh!





Sportsman's Park, home of the famed National League baseball club, the St. Louis Cardinals, often draws tremendous crowds like the one in

the above picture. But LIFE's audience in the St. Louis area alone would fill all of the 33,000 seats in Sportsman's Park more than 17 times.*

What happens when **LIFE** hits St. Louis?



President of the Cardinals, Fred M. Saigh, says: "Here in St. Louis, I'm sure that baseball in LIFE means more fans watching our ball team play in Sportsman's Park."

Soon after LIFE arrives in St. Louis each week, its impact begins to be felt on that city's civic, cultural and commercial affairs.

Recorded on these pages are some examples of this penetrating effect. Examples that show how LIFE set a trend in wedding cakes . . . aided a tuberculosis detection drive . . . upped attendance at the Zoo and Museum . . . increased interest in the Opera . . . and stimulated retail sales.

In city after city, town after town, across the nation, LIFE seems to have the same sort of effect. For LIFE has by far the largest audience of any magazine in this nation.

A recent and highly significant study has found that more than half of all American men, women and children over the age of 10 read LIFE, regularly or occasionally, in the course of 13 issues.*

This study also found that 65% of all Americans

in middle and upper income groups, and 77% of all college-educated Americans read LIFE. And that these people are LIFE's most regular readers.

Little wonder that LIFE has become part of the commerce and culture, the entertainment and enlightenment of people in St. Louis and of Americans everywhere.

** From the new, important Accumulative Audience Study by Alfred Politz Research, Inc.*

This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in thirteen issues to a total of 62,600,000 different people, and analyzes the characteristics of that audience.

The figures quoted on these pages refer to the number of people who read one or more out of thirteen issues of LIFE.

So many different people feel LIFE's impact . . .



Publisher Joseph Pulitzer of the famed St. Louis Post-Dispatch says: "LIFE speaks the universal language of pictures as it has never been spoken before. Its impact on the Middle West is always great, often tremendous."



Socialite Barbara Budke, one of LIFE's more than 13 million young adult readers aged 20 to 29,* appeared in LIFE as aide in local drive to detect tuberculosis. Result, TB chapter got marked increase in offers of voluntary help.



Baker Joe Machatechek, shown in LIFE with Veep Barkley's wedding cake, reports result: "Demand increased immediately for a cake just like the one in LIFE. That one picture set a definite trend in wedding cakes in St. Louis."



Zoologist George Vierheller of the St. Louis Zoo reports what happened after LIFE story on his performing chimpanzees: "I definitely attribute a great increase in visitors to the Zoo to the LIFE story on our amazing chimps."



Museum Director Perry T. Rathbone knows LIFE's impact. After City Art Museum's Mississippi River paintings appeared in LIFE, attendance nearly doubled. To 77% of college-educated Americans, LIFE brings such art news.*



Opera Manager Paul Beisman of St. Louis Municipal Opera felt the impact: "LIFE has a terrific pulling power in the St. Louis area. We received hundreds of letters as a result of just one mention of our opera in LIFE."



Banker David R. Calhoun, Jr., President of the St. Louis Union Trust Company, said: "LIFE gives a remarkably broad coverage of topics of importance to citizens of the Midwest." In LIFE's audience are 70% of all American business owners, executives and professional people.*



Wholesaler William Whitehead of the Interstate Supply Co., knows LIFE's influence on both dealers and consumers: "People buy known products, and they know them best from LIFE." Mr. Whitehead is one of the 31,050,000 male readers who are included in LIFE's total audience.*



Retailer Morton D. May, General Manager, Famous-Barr Department Store, knows LIFE interests St. Louis women as much as it does all of its 31,550,000 feminine readers.* He says: "LIFE's presentations of fashions have created demand that produced excellent sales results."



AT THE FOOTLIGHTS Jerrilyn and Jacqueline Lessner, a sister act, go through tap dance routine.



"CRAZY DOINGS," sung by Alethea Jones and Willie Gardner, describes the silly things a boy does after he has been kissed.

Life Goes to the Starbuds' Revue

SMALL HOOFERS TAKE OVER CARNEGIE HALL

Every year a Harlem dancing teacher named Mary Bruce, whose former pupils have included Katherine Dunham, takes 300 of her best pupils downtown to Carnegie Hall and puts on an evening's show that fills the auditorium with friends, relatives and the general public. To the "Starbuds," as Miss Bruce calls them, the sedate, somber symphony hall was hardly awe-inspiring. At rehearsals they practiced dance

steps on the carpeted stairs, played hide-and-seek in the vast auditorium and perched on the square plush theater seats, some of which suddenly upended, engulfing tiny performers. But their breezy self-assurance and effortless precision made the show that evening a hit. Asked if she wanted to be a ballet dancer when she grew up, a 5-year-old practicing wobbly arabesques replied with finality, "I *am* a ballet dancer."

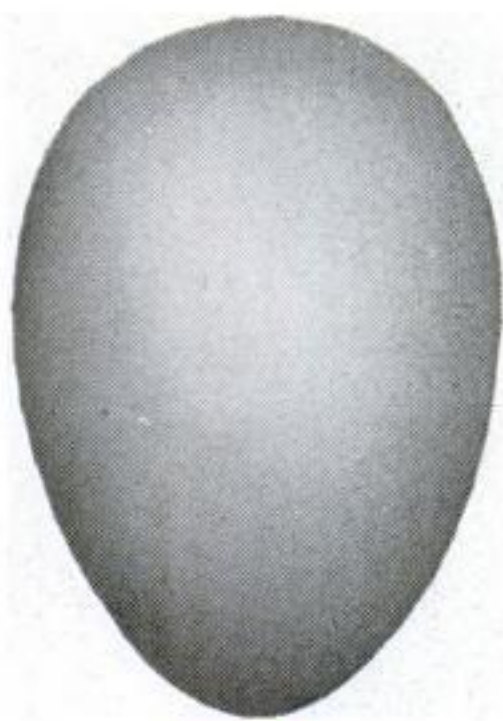


ALREADY DANCING while waiting to get into hall for show, Robert Jennings, 7, and Freida Stanley, 4, try a few steps which their parents (right) do not notice.

THE CHORUS LINE of Baby Dolls, aged 3 to 6, puts on its principal number, most popular in show: a snappy, lustily sung version of *Oh, You Beautiful Doll*.



Perfect Pan



Eqqs

A perfect pan for eggs? Yes . . . for frying, for scrambling, for the perfect soufflé and the perfect omelet! Yes, it's Club Aluminum! The yellow diagram shows why. This thick cast aluminum heats quickly, uniformly—cooks from all sides on low surface heat. And what Club does for eggs, it does for other foods, too. Vegetables, fruits, meats cook in their own moisture to "Full Flavor." Vitamins and minerals are saved.

Millions of women formerly bought Club through its famous home demonstrations, but today you can buy it at your favorite store. Ask to see this handsome cookware with the mar-resisting hammered finish.

CLUB ALUMINUM PRODUCTS CO., CHICAGO 14, ILLINOIS

CLUB ALUMINUM HAMMERCRAFT WATERLESS COOKWARE

Also Club Glass
Coffee Makers and
Club Coffee Dispensers

This is the cookware that
heats from top down • sides in •
bottom up • that's Club's secret



This 10-inch
chicken fryer is just one
of 20 Club open-stock pieces,
all of which make ideal gifts.

Club
ALUMINUM

© CAPCo.

Hear "Club Time"—ABC Network—Saturdays—5:45 PM on most stations

Starbuds' Revue CONTINUED



DRESSING FOR BALLET, Hilda Clark and Yvonne Williams swirl around in their crisp tulle costumes. Their mothers came down to act as their dressers.



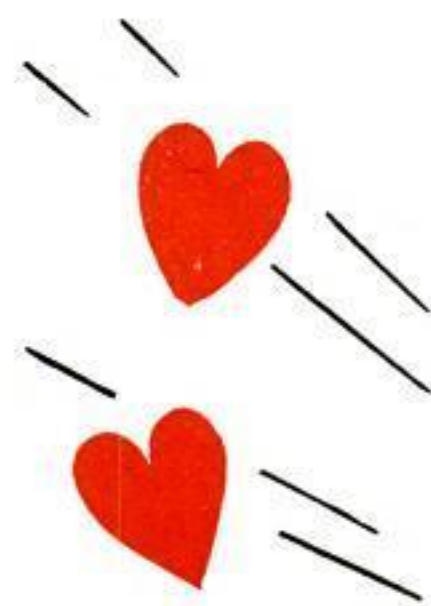
FOOLING AROUND, boys try putting lipstick on each other while waiting in the Green Room, usually restricted to the conductor and visiting soloists.



BLASÉ OLDTIMER, 4-year-old Judy May Brown, is made up by her mother. This was her second show. In both she has been one of the Baby Dolls chorus.

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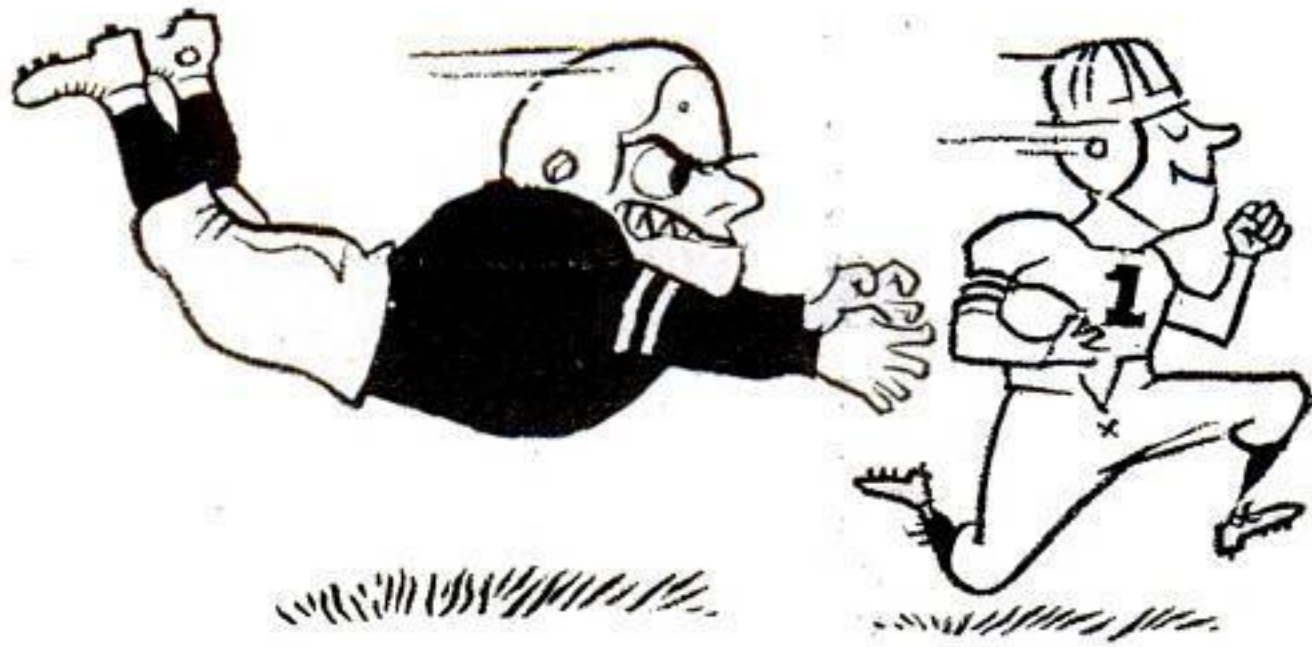
LOVE that RED HEART



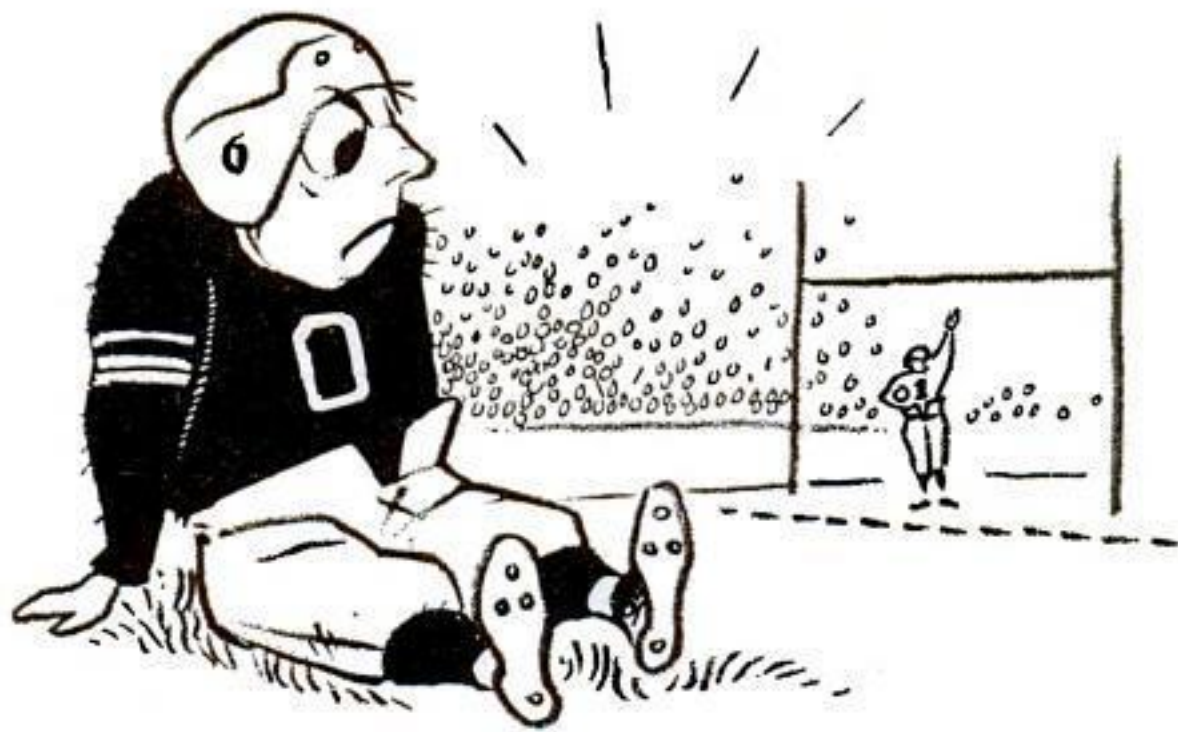
the only
3-flavor
dog food
U.S. Inspected



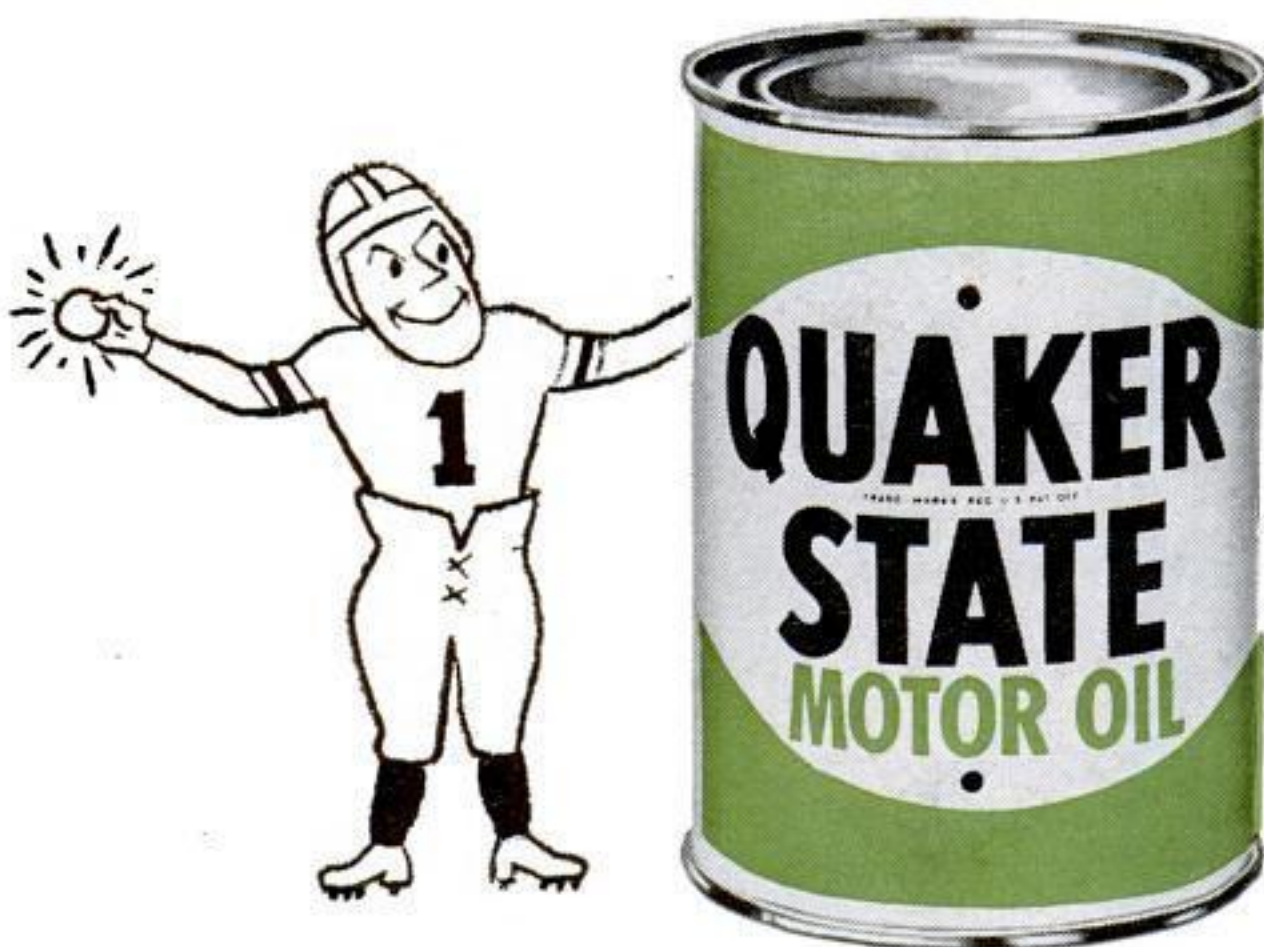
None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways—beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa



RUNS BETTER



LASTS LONGER



COSTS LESS

IN THE LONG RUN

FOR quick starts and full protection in nippy weather, ask for Quaker State Cold Test. This winter-tailored oil—free-flowing and highly stable—is made from 100% pure Pennsylvania grade crude oil. It is refined with the most modern oil processing equipment and technical skill in the industry. It is the finest motor oil, we believe, produced anywhere in the world.

40c per U. S. quart, including Federal Lubricating Oil Tax

Member Pennsylvania Grade Crude Oil Association

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.



BALLET STAR Cornelius Scott, 12, did dance about boy who is enchanted by a rose's beauty. Last year Scott had small part with Sadler's Wells Ballet.

It's always an Enchanted Evening...

when Herbert Marshall serves Schenley



"IT'S ALWAYS A THRILL for an actor to play a new kind of role", says Herbert Marshall. "That's why I enjoyed playing in a dramatic picture about the Old West." A fine actor like Herbert Marshall plays all roles well. And a fine whiskey, like Schenley, is smoother and mellower served *all* ways . . . straight or mixed, in tall drinks or short.



"IT'S THE SOCIABLE THING TO DO", says Herbert Marshall, explaining to his dealer why so many famous stars drink and serve Schenley. For smooth, sociable Schenley is the *gentleman's* drink. It plays the top role for an enchanted evening.

★ ★ ★

"I SEE YOUR FAVORITE IS MINE", says Herbert Marshall to his host. "Wherever I go, I find the big preference is for Schenley." Schenley is one of the most popular whiskeys in the world.



You, too, will enjoy smooth, sociable
SCHENLEY
SCHENLEY

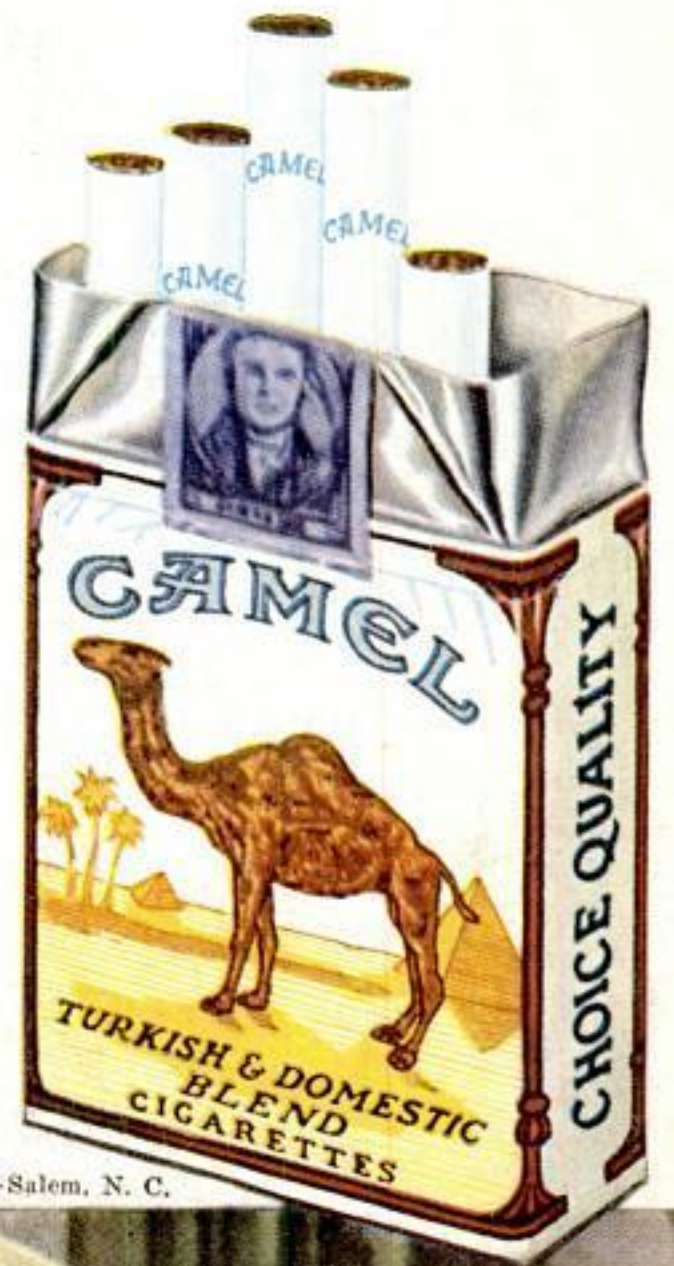
*A Mark of Merit Whiskey
from Schenley
The House of Rare Whiskies*

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C.

How MILD can a cigarette be?

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

More people smoke
Camels
than any other cigarette!



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

**"With all the singing I do,
I have to be kind to my voice.
I smoke Camels—the cigarette
that agrees with my throat!"**

Martha Tilton
POPULAR SINGING STAR

"Now I know how mild a cigarette can be. I made the 30-Day Camel Mildness Test! "It was fun. It was sensible. It didn't ask me to make up my mind on just one puff or one sniff...one inhale or one exhale. I enjoyed flavorful Camels day after day for 30 days. I had time to find out how welcome Camel mildness is to my throat! Now I know why *more people smoke Camels than any other cigarette.*"

BLONDE AND BEAUTIFUL... Martha Tilton has sung her way to fame via the big name bands... top radio shows... motion pictures... personal engagements... and popular recordings. Many of Miss Tilton's recordings have passed the million mark!



NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

**Not one single case of throat irritation
due to smoking CAMELS**

● Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels — and only Camels — for 30 consecutive days.



Let your
"T-ZONE"
be the judge
(T for throat,
T for taste)